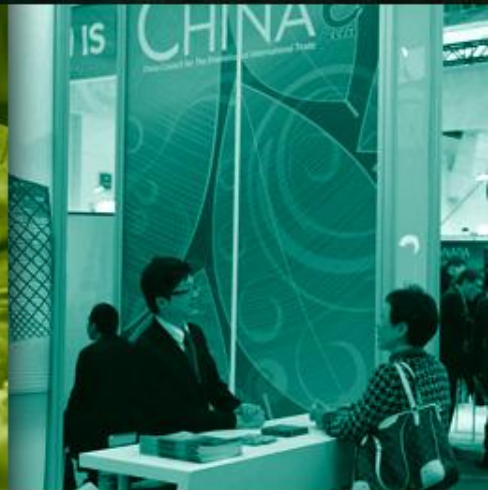


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MARCH 26–28, 2014
VANCOUVER CONVENTION CENTRE
VANCOUVER, BC, CANADA

Building Business Resilience Through Sustainability Innovation



13th Biennial Conference and Trade Fair on Business and the Environment

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2012 Trade Fair Review

GLOBE 2012 FAST FACTS

9000+

Total Participants

3100

Participating Organizations

1800

Conference Participants

650

Attending CEOs & Presidents

400

Exhibiting Companies

220

Media

157

Conference Speakers

58

Countries Represented

“GLOBE has been a great show for us to forge new connections and keep current connections. It offers exposure to high-profile clientele, potential clients, and partners.

Compared to other trade shows where you are mainly looking at the end customer, here you start making connections at the level of the specifiers, multipliers. This show is for us not a single-client show but a multiplier show.”

Maik Gehloff, Manager, Technical Support, SHERPA Connector, Austria



International Participation

58 countries represented, including 18 exhibiting countries

- All participants:
 - **36%** Asia
 - **27%** Europe
 - **28%** US
 - **5%** Americas
 - **3%** Middle East
 - **1%** Africa
- Exhibitors Only:
 - **48%** Europe
 - **23%** Asia
 - **22%** US
 - **6%** Middle East
 - **1%** Americas

Participation by Sector

All participants:

- 40%** Corporate
- 18%** Environmental Service/Technology
- 13%** Education/Training
- 9%** Federal Government
- 6%** Provincial/State Government
- 5%** Municipal Government
- 4%** Association
- 2%** NGO
- 4%** Other

Exhibitors Only:

- 43%** Corporate
- 22%** Environmental Service/Technology
- 11%** Federal Government
- 10%** Provincial/State Government
- 6%** Education/Training
- 4%** Municipal Government
- 4%** Association
- 1%** NGO

Participation by Industry

All participants:

- 21%** Energy
- 18%** Consulting/Engineering/Professional Services (specific sector not given)
- 8%** Construction/Real Estate/Green Building/Architecture
- 6%** Finance
- 4%** Transportation/Automotive
- 4%** Trade
- 4%** Forestry/Pulp & Paper/Printing/Publishing
- 3.5%** Utility
- 3.5%** Waste Management/Recycling
- 3%** Manufacturing
- 3%** Oil & Gas
- 3%** Water/Wastewater
- 3%** Mining/Minerals/Metal

Participation by Industry

Exhibitors Only:

25% Energy

17% Consulting/Engineering/Professional Services (*specific sector not given*)

9% Trade

6% Forestry/Pulp & Paper/Printing/Publishing

6% Utility

5.5% Waste Management/Recycling

4% Carbon Management

4% Water/Wastewater

3% Construction/Real Estate/Green Building/Architecture

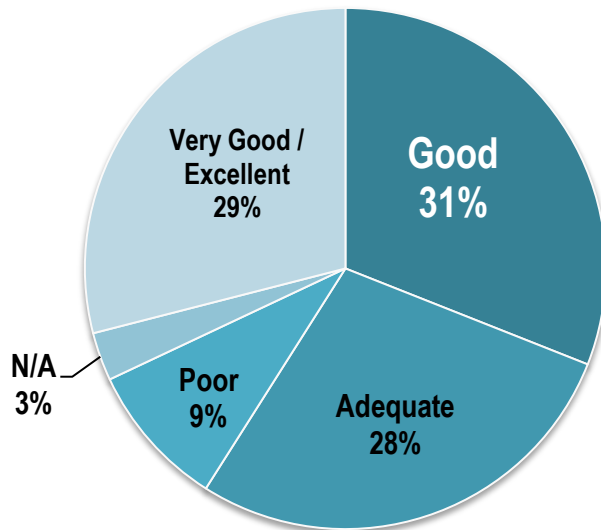
3% Transportation/Automotive

3% Finance

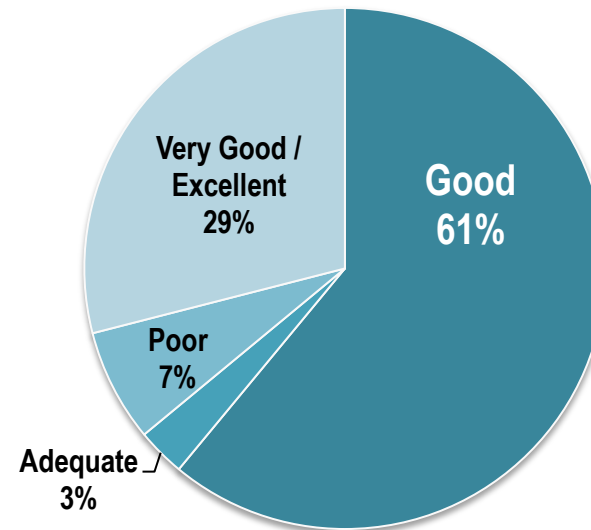
Quality of Visitors

GLOBE 2012 exhibitors were happy with overall visibility for their products/services, as well as the quality of visitors. Ninety per cent of exhibitors surveyed thought that the quality of visitors to their booth was either good, very good, or excellent.

**Overall Visibility for
Your Products/Services**



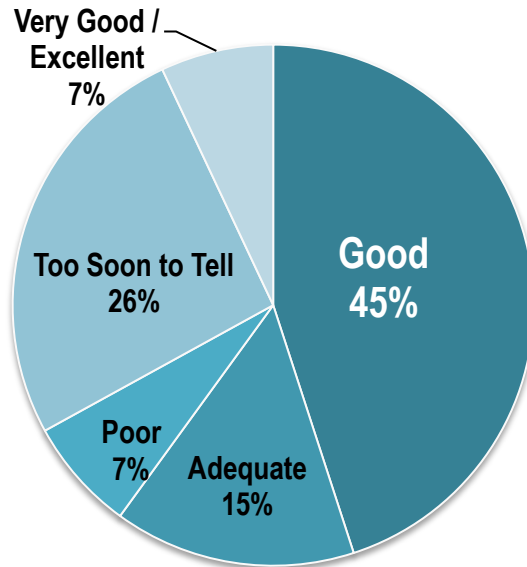
Quality of Booth Visitors



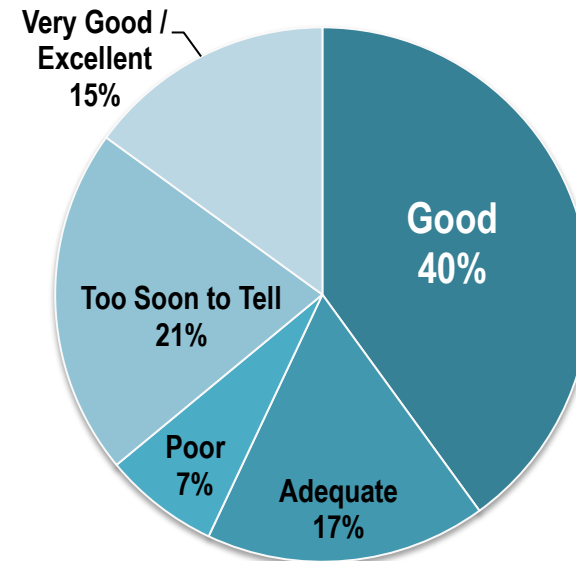
Business Opportunities

Exhibitors were also very satisfied with the quality and amount of sales leads they made at the Trade Fair.

Amount of New Business Generated

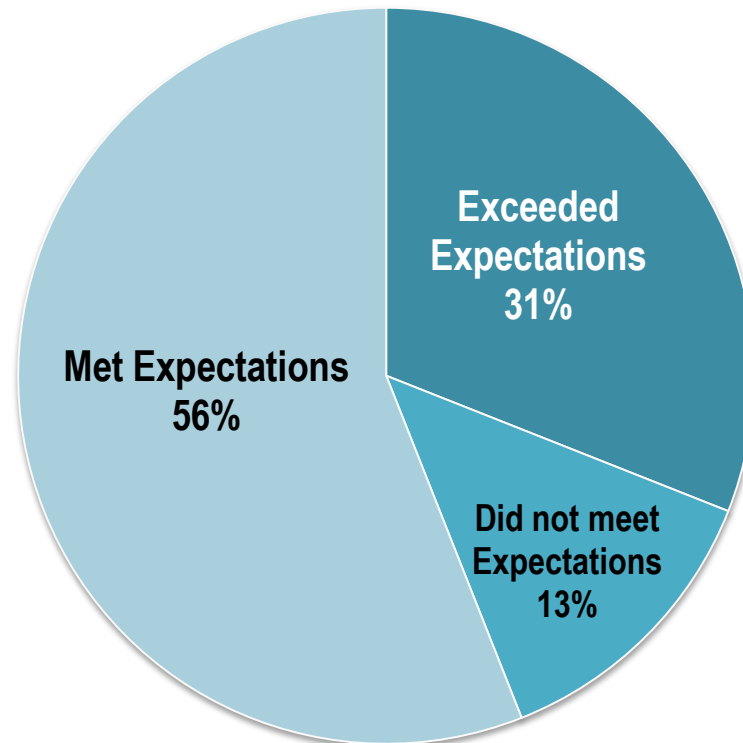


Quality of Sales Leads



Overall Satisfaction

The vast majority of exhibitors (87 per cent) said that GLOBE 2012 either met or exceeded their high expectations.



Exhibitor Feedback

What exhibitors liked best about their experiences at GLOBE 2012:

- Booth provided strong visible presence
- Very diverse traffic; mostly good quality with good questions
- Extremely accommodating planning and event staff; high visibility exhibit location; opportunities to engage a variety of perspectives
- Networking, research, leads
- Clearly focused and targeted audience
- Good opportunities to showcase our company and educate delegates/guests about our industry
- Great International exposure
- The visitors were excited and enthusiastic and the trade show coordinators were very involved
- The quality of the attendees and the venue
- Professional approach of trade show staff
- Ability to interact with a variety of businesses
- The quality of leads and the type of individuals that came to see the exhibitors



“At the end of the show we ended up with in excess of 200 enquiries, alliances already made with companies in America, Ireland & Canada.

Test sites for BC, Alberta and Saskatchewan for frac water and serious enquiries from virtually around the globe. It genuinely is The GLOBE Show!!!”

Nigel Bosworth, CEO, Pointsource Processing, Canada

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