

## Join the Buyers & Specifiers Forum - the easy and efficient way to do business



After a highly successful event in 2013, now in its fourth year, the Buyers & Specifiers Forum will return in 2014, bringing a highly effective way for buyers and specifiers to meet with new and existing suppliers and keep up-to-date with all the latest timber industry innovations. This exclusive gathering is by invitation only and is co-located within Timber Expo, taking place on 07 & 08 October 2014 at the NEC, Birmingham.

# TIMBER EXPO

[www.timber-expo.co.uk](http://www.timber-expo.co.uk)

### What can the Forum do for you?

We know that your time is at a premium - too much work, a busy schedule and not enough time to meet new suppliers. As a result, you may miss out on making contact with significant key people that could have a huge impact on the future success of your business.

The Buyers & Specifiers Forum provides a solution. By facilitating 'one-to-one' business meetings with the companies you want to meet – you're in control - the Forum enables you to have private meetings without leaving the comfort of the Forum lounge.

The Forum team will organise a bespoke programme of handpicked supplier meetings, together with relevant seminars and networking events to help fulfil your immediate to longer term project needs.

The Buyers & Specifiers Forum will be located at the heart of Timber Expo in the main exhibition hall and is designed to be one of the truly exclusive parts of the show. This is

all tailored to you - enabling you to exploit the best of business opportunities from Timber Expo.

### Exclusive VIP Benefits

In addition to organising meetings on your behalf, invited participants to the Buyers & Specifiers Forum receive VIP Status including:

- Free parking in close proximity to the hall
- Free cloakroom and refreshments
- Access to the VIP Visitor Lounge
- Access to the business centre
- Free Wi-Fi connectivity
- Opportunity to meet key industry experts
- Invitation to the exhibitor networking party
- Buyers/Specifiers admin support, helping organising your diary
- Distribution of your literature at the event
- Access to the press lounge for media interviews
- Reduced rates for overnight accommodation

# HOW DOES IT WORK?

## Engage at the highest level

This focused approach has proved to be highly successful in creating new business relationships and facilitating meetings that allow you to get the most out of your time at Timber Expo. All participants in the Forum have a strong desire to engage at the highest level possible with decision makers and individuals with direct influence over procurement decisions.

All of the Forum activities and meetings are matched to your needs, organised on your behalf and completely free of charge – all we ask for is that you give us a little of your time in return. These meetings will be scheduled and booked in advance and will be operated around a strict timetable.

Sufficient time will be built in throughout the day for participants to visit the main exhibition and attend seminars. In the event that a Buyers & Specifiers Forum participant cannot attend for the full day, or can only attend for part of the day, a reserve person meeting the qualifying criteria, will be required to attend in their place.

## Book your appointment

Invited Buyers & Specifiers will select at least one day in which to participate – either 07 or 08 October 2014. An online profile will be created with your help and Exhibitors to Timber Expo will have the opportunity to request meetings with individual buyers, which you can accept or decline. As a Buyer & Specifier you will also have the chance to request one-to-one meetings with participating Exhibitors of your choice. The Buyers & Specifiers Forum team will then manage requests/ invitations and meetings on your behalf.

The primary aim of the Forum is to match suppliers wants with the Buyer's & Specifier's preferences. Each appointment will be scheduled to last 30 minutes and appointments will appear in the individual online diary of both the Buyer/Specifier and the exhibitor.

## Qualifying criteria

To ensure that they are genuinely interested in taking part, and looking to satisfy a real business need, participants in the Buyers & Specifiers Forum must meet a set of strict qualification criteria.

## Participants are expected to provide the following attributes:

- Potential for future relationships with exhibitors
- Live projects or a significant project pipeline
- Genuine interest to learn about new timber products/technologies
- Decision making authority or influence

In 2013 over 74 contractors and clients signed up to Buyers & Specifiers Forum, amongst them were some of the largest, most innovative and forward thinking businesses in the construction sector and feedback from these participants was exceptional with many wishing to return in 2014.

**“A great setting for both suppliers and buyers.”**

**David Swarbrick**  
*Head of Model & Specification, Asda*

**“The Timber Expo Buyers Forum is a unique event that allows us to discuss new products & innovations face to face with the supplier.”**

**Charlie Law**  
*Head of Environmental Management, BAM Construct UK*

**“The best industry trade show that I have attended.”**

**Darren Manning**  
*Senior Buyer, RI Works*

**“Excellent!”**

**Clive Mavir**  
*Senior Materials Buyer, Sir Robert McAlpine*

**For more information on the Buyers & Specifiers Forum and the exclusive benefits of taking part including ‘access all areas’ passes plus lots more visit:**

**[www.timber-buyers.co.uk](http://www.timber-buyers.co.uk) or contact: Julie Price - Forum Manager:**

**E: [julie.price@timber-expo.co.uk](mailto:julie.price@timber-expo.co.uk) T: 01743 290007**

Buyers & Specifiers Forum is co-located with **[WWW.TIMBER-EXPO.CO.UK](http://WWW.TIMBER-EXPO.CO.UK)**