



March 22, 23, 24, 2012

CMX CIPHEX

2012

National Trade Show & Learning Forum

New Innovations. Emerging Technologies. The Future in Focus.

BE A PART OF IT!

ONE SHOW. THE ENTIRE INDUSTRY.

Time after time, CMX·CIPHEX brings the entire industry together to showcase the best new innovations, ideas, technologies, applications and more. It's the launch pad for emerging trends and a pivotal business platform for exhibitors from every sector of today's industry.

THE SHOW THAT DELIVERS RESULTS.

As Canada's National show for the mechanicals industry, CMX·CIPHEX offers unmatched opportunities to gain direct access to decision makers who come seeking the products, the technology and the innovations that drive this market.

Nowhere else in Canada will you come face-to-face with an industry audience that's so complete. From installers and contractors to engineers and national buyers, CMX·CIPHEX is the direct-connect to the Canadian market - in one place, at one time.

Grow your business, generate solid leads, uncover new markets and make new connections. CMX·CIPHEX 2012 is the place to be.



“ WHAT EXHIBITORS SAY... ”

“A great way to launch products to the Canadian market”

“Well-attended by decision makers”

“Great location and quality leads”

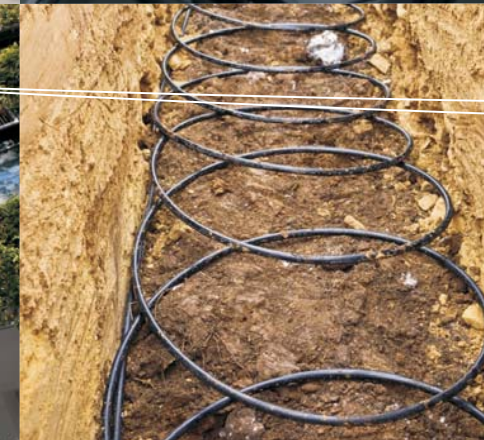
“Big show with a big crowd”

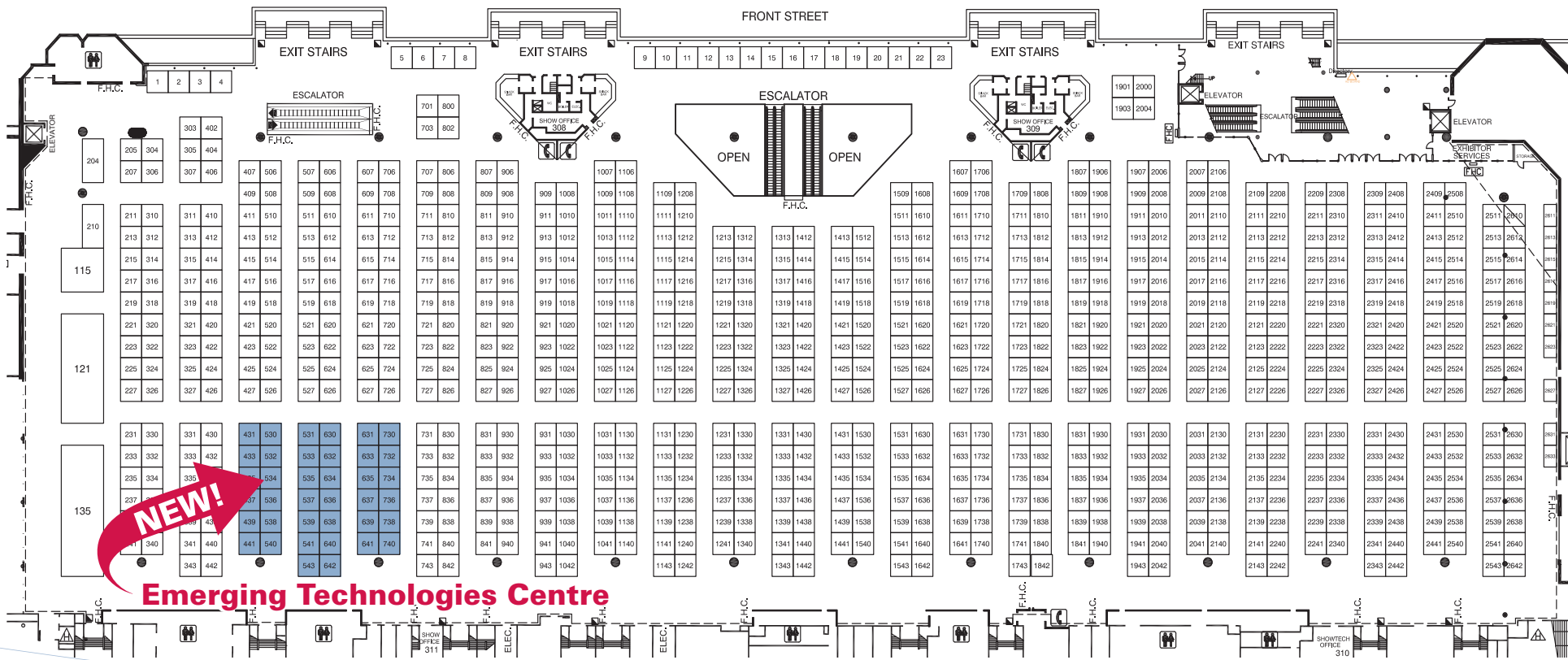
“The show delivered our target audience”

WHO SHOULD EXHIBIT?

If the HVACR and Plumbing industry is the focus of your business, CMX·CIPHEX is the place for you. It's the industry marketplace spanning a range of sectors ...

- Air Conditioning systems, equipment & components
 - Heating & hydronic systems
 - Plumbing products and accessories
 - Energy saving products and technologies
- Refrigeration equipment, products & supplies
 - Software
 - Indoor air quality products
- Building automation, management systems and controls
 - Fans, blowers and ventilation
- Tools, instruments and contractor supplies
- Renewable energy equipment & initiatives
 - Emerging technologies





Emerging Technologies Centre



DON'T WAIT. RESERVE YOUR CMX•CIPHEX 2012 SPACE TODAY!

Complete the enclosed application and return it with your deposit. By mail to:
 Shield Associates Ltd. • 25 Bradgate Road • Toronto, ON • M3B 1J6

www.cmxciphexshow.com

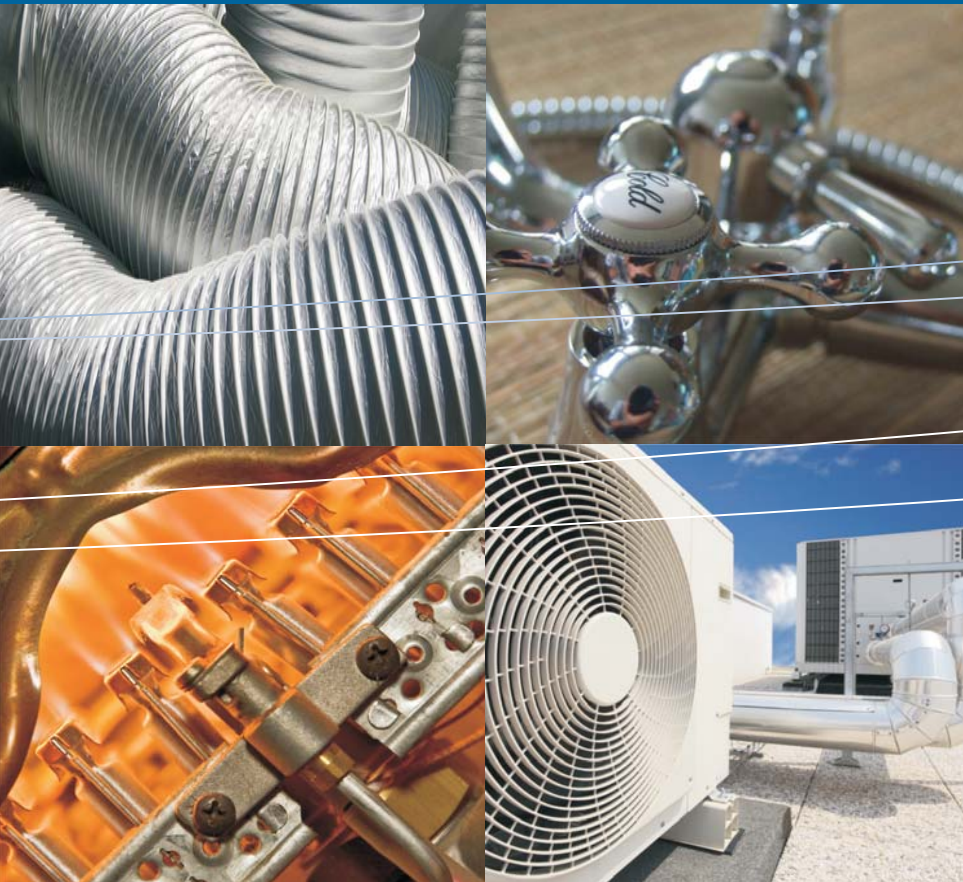
OUTSTANDING OPPORTUNITIES.

UNBEATABLE VALUE.

Exhibiting at CMX-CIPHEX means outstanding exposure and unsurpassed value. As part of your exhibit space package, you'll receive the following complimentary services:

- **Free Materials Handling**
- **Free Exhibitor Parking with Shuttle Bus**
- **Complimentary Standard Draped Booth**
- **Free Crate Storage and Return**
- **Computerized Registration and Lead Retrieval**
- **Over 240,000 Square Feet of Prime Show Space**

BOOK YOUR CMX•CIPHEX 2012 EXHIBIT SPACE NOW!!



WELCOME TO CMX•CIPHEX 2012

CHAIR'S MESSAGE

New Innovations. Emerging Technologies. The Future in Focus. This is the theme that will echo throughout CMX-CIPHEX 2012. As Canada's national event for the mechanicals sector, we've built an enviable reputation as the country's biggest and best HVACR and Plumbing show for our diverse Canadian environment.

Our show is big. It attracts exhibitors from across the entire span of the mechanicals business and is one of the most effective venues to present product and introduce new ideas. As an individual who has exhibited in the show for more than a decade, I can personally attest to the high quality audience the show attracts.

Today's focus on renewable energy, emerging technologies and the latest innovations make us the perfect host for everything the industry has to offer. Our New Product Showcase, leading edge Learning Forum and new Emerging Technologies Centre area are just a few highly effective vehicles we put to work to get the word out on what's new, to bring buyers and sellers, decision makers and stakeholders together.

CMX-CIPHEX delivers unbeatable value, a highly qualified audience and a national showcase with an international scope. If you're in the business, this is the show you need to add to your sales and marketing calendar for 2012.

Kindest regards,

David Morden
2012 CMX-CIPHEX Show Chairman
President and CEO
Morden National Sales and Marketing Inc.

“ WHAT ATTENDEES SAY... ”

“The show gives us the ability to see all the hot new products in the market”

“We get the answers we need on products”

“Interaction with exhibitor reps helps us, because we're a national company with central purchasing based out-of-province”

“Helps us know what's out there ... makes our work more efficient”

“The diversity of this show is great”

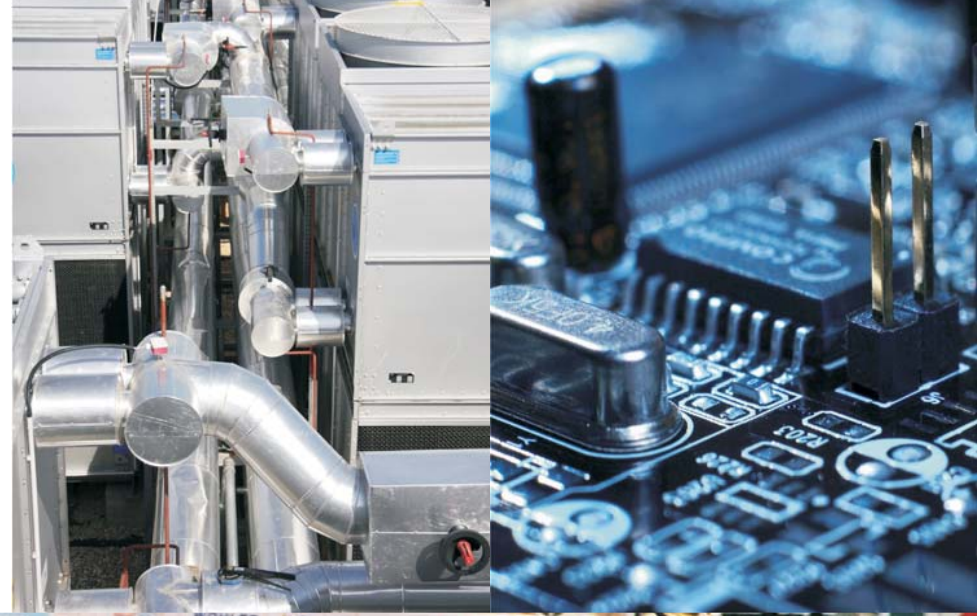
“I sometimes don't see new technology until I service it. At CMX-CIPHEX I learn about it ahead of time”

TODAY'S INDUSTRY.

TOMORROW'S INNOVATIONS.

Get Direct Contact. CMX-CIPHEX delivers the serious buyers. Contractors wholesalers, consulting engineers, architects, building managers and service/maintenance professionals from across Canada and international destinations make this show their must-do event.

Position Your Product Front and Centre. The show's attendee survey reveals their top reasons for attending CMX-CIPHEX is to See New Products, Get Product Information, Meet Exhibitors Face-to-Face, Learn About Trends and Talk to Technical Experts.



THE FUTURE IN FOCUS

Lead the way. If your product, service or application is part of today's new emerging technologies, introduce it to an audience that's keenly interested in industry advances. CMX-CIPHEX attendees say that sourcing new technologies is one of their most important reasons to visit. The trends they discover today, become cornerstones of the service they'll deliver tomorrow.



THREE DAYS OF SOLID INDUSTRY ACTION - MARCH 22, 23, 24, 2012

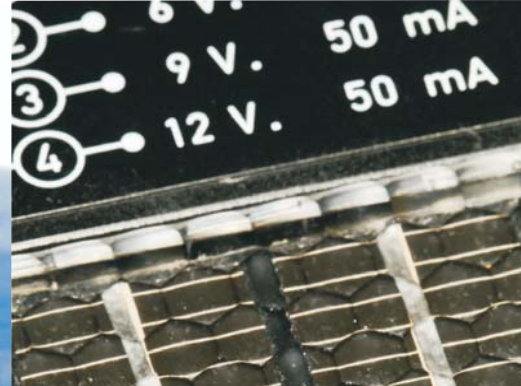
Metro Toronto Convention Centre, North Building
March 22th to March 24th, 2012
Thursday and Friday 10 am to 6 pm.
Saturday 10 am to 3 pm.

Visit our site at cmxciphex.com
to download an application or
contact the Show Office at
1-800-282-0003 for details.

CMX CIPHEX 2012



CMX-CIPHEX 2012 is jointly produced by HRAI and CIPH for the benefit of the mechanical industries.



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