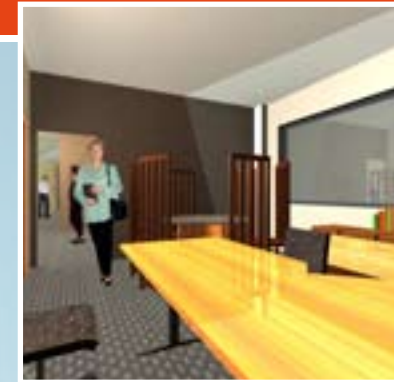


MAXIMISING OPPORTUNITIES
in a Challenging Market Climate



We all know that during tough times, tough decisions need to be made. Those participating in the building industry have certainly had to make some tough decisions over the past few years.

It is however during these tough times that those company's that do things differently thrive and continue to be successful. This isn't a time to retreat but to charge forward for growth and development.

There is an initiative that has been under development for the last 12 months that is now close to finalisation. This initiative is quite unique in that for a relatively small cost your product /service will have significant exposure. To obtain a similar exposure would cost significantly more if you did it yourself.

The choice is simple. Be part of a new initiative to thrive and reap the rewards, or not be part of it.

If you are open to this idea call us for discussion. Please take action, get in early as space is limited.

You can also check out our website and submit your expression of interest and we will contact you.

To make the decision even simpler, we offer:

- ◆ No long term contracts
- ◆ A small monthly charge
- ◆ Significant economies of scale

It's not every day that you are faced with making an interesting and rewarding decision.



The Concept

Imagine what kind of interest would be generated if there were up to a hundred specialist building supply companies under one roof. The Building Technology Supply Centre brings to you a permanent exhibition centre utilising collective marketing for optimum results.

For over 12 months now we have been talking to Architects, Consultants, Specifiers, Designers, Builders and Developers about the concept of having a centre where they can come to view and obtain information on specialist products. The interest is immense.

The Building Technology Supply Centre concept is simple. For a small monthly investment, your company has the opportunity to establish a display of products within the centre. You can change/update your display as and when you wish.

For your investment, centre staff will guide visitors through the centre logging inquiry and providing this information to you on a daily basis. Coupled to this, funds will be utilised to market your products to the key decision makers as well as supporting other marketing activities such as exhibitions, trade shows and corporate functions all to expose your products and services to the market place and decision makers.



The Facilities

- ◆ Modern Reception
- ◆ Meeting Rooms
- ◆ Boardroom
- ◆ Phone, Fax and Secretarial Service
- ◆ Broadband Internet Connection
- ◆ Display Areas
- ◆ Library and Resource Centre
- ◆ Cafeteria
- ◆ Over 30 Carpark Spaces
- ◆ Storage Facility

Marketing & Advertising

With expenditure of over \$300,000 per year on advertising and promotional campaigns, the Building Technology Supply Centre will attract the customer base to take your business to the next level.

Apart from promoting the centre to the general populous, advertising will be strategically directed to mediums to ensure key influencers e.g. architects, engineers, consultants, interior designers, builders and developers see the Building Technology Supply Centre as a key source of information on products and services.

Investment & Cost of Operation

Whilst space opportunities from as little as 3m² are available for an investment of \$5000 per annum, these are limited in number.

The standard package consists of a 9m² booth complete with walls, fascia board, lights and power.

The total investment for this base package, including staffing and advertising, is \$15,000 per annum or \$1,250 per month excluding GST.

Other packages can be customised to suit your specific needs.

Some Facts & Figures

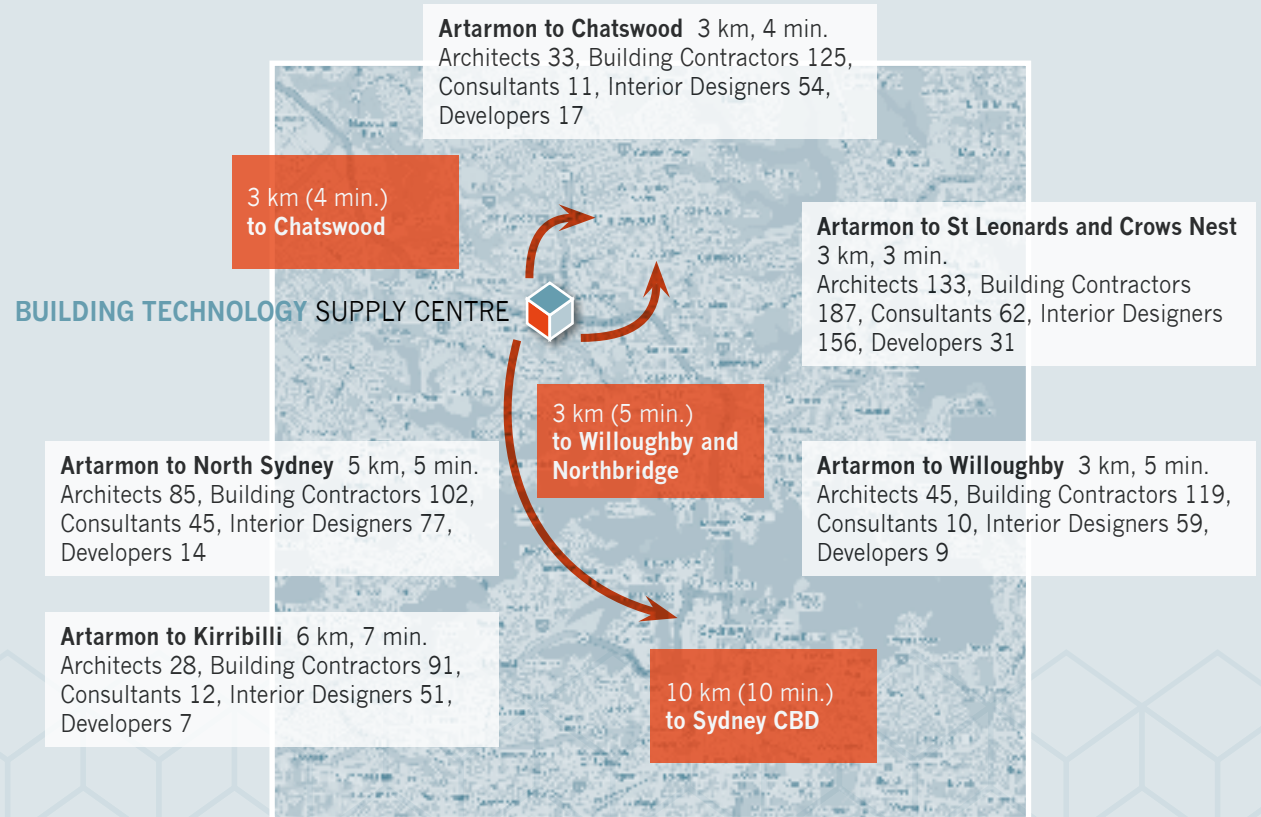
Building Technology Supply Centre is located 10 km from the Sydney CBD which makes it one of Sydney's most accessible locations.

The suburbs surrounding Artarmon are home to many key decision makers and buyers; and are the hub for architects, builders and developers, engineers, consultants, interior designers and more.

The Centre boasts a massive 30 plus car park space and two floors totalling over 2000sqm as well as an ample storage facility.

A modern reception and meeting rooms will assist in the display of your products and see your business move to a new level.

To discuss your interest and requirements, please do not hesitate to call us.



FOR MORE INFORMATION CONTACT

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