

# Exhibitor Spotlight

## Vaclensa

*By 2019, Vaclensa will have exhibited at Facilities Show for four years in a row.*

*Find out why exhibiting is a must, how the company used VR to showcase its innovation in person and what ROI it achieved as a result.*





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## **Danny Cross**

Country Business Marketer, Vaclensa

### **COMPANY PROFILE:**

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Established in 1968, Vaclensa has 50 years' experience serving the commercial cleaning industry. As a result, it fully understands the demands placed on its customers to deliver cost-effective products with outstanding cleaning performance, productivity and minimal downtime. It has a proven track record for providing customers with innovative cleaning machines and service solutions and is an experienced pioneer of product,

service and technological innovation within the FM industry. In addition to being one of the UK's largest suppliers of professional cleaning machines, it is also a first class, nationwide service provider with an industry leading network of 60+ service engineers and technicians who specialise in delivering onsite service to customers operating large fleets of cleaning machines at multiple locations throughout the UK.



# Exhibiting at Facilities Show 2018



## How many years have you exhibited at Facilities Show?

2019 will be our fourth year at Facilities Show.

## How successful was your time at Facilities Show 2018?

Each year we have had a successful show and base this on the number of high-quality leads we generate from the event. There are also many additional benefits aside from simply hosting a stand – such as the location, a venue for networking, and the publicity generated by Facilities Show itself. On average, we collect around 50 strong and qualified leads each day of the event which have led to some long-term professional partnerships.



*Facilities Show is one of the best events to promote the industry.*

## What did you include on your stand?

Each year to create a fresh and engaging stand, we aim to deliver a different message in line with our products and business developments, whilst keeping our strong and recognised core brand.

With an ever-evolving and growing product range each year we are able to showcase the latest innovations, from cordless machines to robotics. At the 2018 show we went even further by engaging with visitors via Virtual Reality. Visitors to the Vaclensa stand were able to use our state-of-the-art VR headset, which transported them to a cinema on the outside of the international space station, and watch a selection of our product videos in full 360°.





## How did that help to convey Vaclensa's innovation?

The VR engagement allowed us to directly engage with visitors and show them videos which highlight our latest product innovations and technology in general. It also showcased Vaclensa as a company with innovation at its core.

## What types of visitors did you meet?

Every year brings a broad range of visitors to the show and to our stand, from small commercial cleaning businesses to major blue-chip companies. But regardless of the customer or their size, if they are in the market for professional cleaning machines and a nationwide service provider, we are here to help.



## Did you have a goal? If so, did you meet it?

Yes we did. Our goal is always twofold: To showcase and promote the Vaclensa brand, and to generate a good number of strong quality leads.

## How do you think Facilities Show supports the FM industry?

Facilities Show is one of the best events to promote the industry. Within FM there are a whole host of companies, from contract cleaners to insurance, software providers to grounds maintenance, so it's important that such a variety of business sectors can come together collectively to support each other and the industry as a whole. Lots of professional partnerships are formed through this.

## How valuable do you think exhibiting at Facilities Show is?

Exhibiting at Facilities Show is extremely valuable. Since I have been involved with Vaclensa it is a must that we exhibit at this show.

## What's your favourite memory from the 2018 show?

Each year the show is a great opportunity for me to work closely and more directly with the Vaclensa sales team, so my favourite part of 2018 was the fun we had on our stand every day.

## What makes Facilities Show stand out from the crowd?

As an exhibitor you get lots of support and additional promotion from the team behind the show and I find this a very valuable benefit.



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## What top trends does Vaclensa see on the FM horizon?

I think Robotics in all forms is going to become more commonplace, but technology is advancing to ensure a more proactive approach to customer's needs. Vaclensa has always had a goal of delivering preventative maintenance and reducing costs for our customers and we are looking forward to our own technological innovations which will help us achieve more of this.

## Are you looking forward to Facilities Show 2019?

It has been a busy time for Vaclensa since the 2018 show, so we are very excited for what we can achieve with our presence at Facilities Show 2019.





# FACILITIES SHOW

18-20 JUNE 2019  
EXCEL LONDON UK

## Grow your network at the world's largest FM event.

Facilities Show will return to Excel London from the **18-20 June 2019**. The three day showcase welcomes over **12,000** visitors from over **40** countries and inspires excellence in FM.

Facilities Show has been curated to help FM's advance whilst staying compliant as the industry progresses. It is the FM industry's most dedicated opportunity to network, source the latest products and access a range of complimentary CPD workshops.

The show also provides access to events in the adjoining halls including IFSEC International, FIREX International and Safety & Health Expo.

