

ISH Kitchen and Bath ME Experts' Forum Application

An Industry Powwow on Innovation & Sustainability in Design for the Gulf region

ISH Kitchen and Bath ME is taking a definitive step towards more education and inviting exhibiting companies not only to show their products at ISH Kitchen and Bath ME, but also to share their **know-how** with professional visitors in a special format:

The Exhibitor Experts' Forum

Information concerning the format and conditions for participation:

- **The timing:** ISH Kitchen and Bath ME Experts' Forum will take place in the conference centre on the show floor. Final timing allocations will be communicated to confirmed exhibiting Speakers in due time.
- **The Speakers:** are persons from the industry and must be from a company exhibiting at ISH Kitchen and Bath ME, or from supporting organizations such as the APID, the Society of Engineers, etc.
- **The way it works:** each presenter will have **7 minutes** in which to present up to **10 images/sound bites/slides/messages**.
- **The content:** topics focusing on sustainability through green building topics, water savings, energy efficiency solutions, etc. The presentation of demo products is not permitted.
- **Moderator:** The Experts' Forum will be moderated by a moderator to ensure the timing is adhered to.

To apply for a Speaker's Slot, please complete following form and return via email to Jessica.minton@uae.messefrankfurt.com.

Name of Speaker	
Representing (company)	
Topic e.g.: Innovative reflector material	
Why should an audience of professionals listen to me? Sample answer: Because our newly developed reflector material promotes enhanced light output and thus saves energy.	
Explain what your product/service/technology comprises in up to 100 words:	
Give up to five interesting aspects to the product/service you wish to discuss. Sample answer pointers: 1 (When developed) 2 (Why developed) 3 (Developed by who + where) 4 (Materials / dimensions) 5 (Product development potential)	
How does your product/service/technology contribute to a sustainable future (20 words)?	
What is the most important quality of your product/service/technology (10 words)?	

Why do you consider yourself an expert in the field (20 words)?	
Please provide a web address for further reference.	