



**Kuwait Insulation**  
CONFERENCE & EXHIBITION  
مؤتمر و معرض الكويت للعزل



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# KUWAIT INSULATION

CONFERENCE & EXHIBITION

08 - 09 Feb. 2012 . RADISSON BLU HOTEL

مؤتمر ومعرض الكويت للعزل



Under the patronage of

**H.E. Dr. Fadel Safar A. Safar**

Minister of Public Works and State Minister of Municipal Affairs,  
State of Kuwait





## Overview

**Kuwait Insulation Conference & Exhibition** is a unique and focused event which covers all the aspects of the insulation industry in the GCC region. The event gives a platform to industry users, contractors and manufacturers to explore, contribute, and discover the latest in insulation materials, technologies, solutions, systems and services. It will offer the experts a chance to address vital industry related issues and explore new developments and trends in thermal, acoustic, water and fire insulations.

Kuwait Insulation Conference & Exhibition will provide a chance of brand building to exhibitors by showcasing the latest insulation products and services to key professionals & decision makers from all major sectors of the construction industry. For exhibitors, it is a perfect place to display a range of products & services, meet with potential buyers & clients and make important deals. The event will help the international exhibitors to set-up their business in Kuwait.



## Who Should Attend ?

- Insulation Material Manufacturers & Suppliers
- Engineers
- Developers
- Contractors
- Architects
- Consultants
- Government & Advisory Bodies
- Solution Providers



## Themes

Kuwait Insulation Conference & Exhibition will address all areas of insulation industry, including:

### Heat Insulation Materials

- Glass Wool
- Rock wool
- Expanded Polystyrene
- Extruded Polystyrene
- Polyurethane
- Phenol Foam
- Glass Foam
- Wooden Fibrous Panels
- Expanded Perlite
- Expanded Corkboard
- Wood wool Panels

### Soundproof Materials

- Mineral Wools
- Polyethylene
- Sponge Foam
- Wood wool
- Polyurethane soft foam
- Melamine foam

### Waterproof Materials

- Synthetic Cloth
- Sliding Type Material
- Foundation and Terrace Waterproof Applications with Polymer Bituminous Membranes

### Fireproof Materials

- Paint – Coating Types Fire Retarders
- Plaster – Mortar Types Fire Retarders
- Blanket and Plate Types Fire Retarders
- Fire Retarders applied by spraying
- Wick, Pointing Mortar Types Fire Retarders
- Fire Doors
- Fireproof Glasses

## Workshop on Thermal Insulation

- Date : 06 - 07 February 2012
- Venue : Radisson Blu Hotel
- Price : KD 250

### Title

Thermal Performance of Insulation Materials in Building Walls and Roofs.

### Introduction

A large percentage of the electric energy generated in the GCC region is used in air-conditioning (AC) and a large part of that is due to heat transmission through building walls and roofs. Therefore, the use of thermal insulation is considered to be one of the most effective means of achieving energy conservation and thermal comfort as well as improving the AC load profile and saving the environment through reduction of greenhouse gas emission. The present 2-day Workshop aims at achieving these goals through the optimum use of thermal insulation and the implementation of novel and creative design practices for the building envelope. A number of practical topics considered to be state-of-the-art in thermal insulation are covered.

### List of Topics

- Heat Transfer Modes and Modeling Background.
- Factors affecting energy consumption and thermal comfort.
- Computation of transmission loads using dynamic models.
- Thermal performance of typical wall and roof configurations.
- Effect of insulation location under steady periodic and initial-transient conditions.
- Determination of optimum insulation thickness and payback period.
- Effect of wall orientation and economic parameters on optimum insulation thickness.
- Effect of electricity tariff on optimum insulation thickness.
- Thermal performance of walls using different insulation materials under optimum conditions.
- Optimum insulation thickness for cavity walls.
- Thermal performance of Hordi roofs.
- Effects of thermal bridges and thermal mass.
- Effect of thermostat settings.
- Closure and general discussion.

## Workshop Instructors



### Prof. Sami Ali Al-Sanea

Professor in the Department of Mechanical Engineering at King Saud University in Riyadh specializing in Thermal Sciences with emphasis on Computational Fluid Dynamics and Heat Transfer. He obtained his B.Sc., M.Sc., and Ph.D. from Imperial College, London, UK, and worked after that for 5 years in Engineering Consultancy at Concentration, Heat, and Momentum Ltd., based in Wimbledon, London. Among his research interests is the study of thermal performance of insulation in building components. Prof. Al-Sanea has about 20 years of experience in this area and has conducted many research projects and supervised a number of M.Sc. theses and B.Sc. graduation projects related to thermal performance of insulation materials in building walls and roofs. As an outcome of research in this area, a number of papers have been published in specialized journals.



### Prof. Mohamed Fouad Zedan

Dr. Zedan is currently a professor of Mechanical Engineering at King Saud University in Riyadh, which he joined in 1984. Dr. Zedan has a PhD from the University of Houston, USA and M.Sc and B.Sc from Cairo University. He worked as a senior research engineer at the KBR unit of Halliburton from 1979 to 1983 and at Daniel Industries from 1983 to 1984, both of Houston, Texas. In the last 15 years, Dr. Zedan has been doing research and consulting in air conditioning, room ventilation and energy conservation in buildings resulting in numerous publications in specialized journals and conferences. Recently, he supervised the design of the air conditioning facilities of the 3rd expansion of the Holly Mosque in Makkah. He is a member of ASME and a former member of AIAA.

# Speakers



**Eng. Mohamed Nasreldin**  
General Manager, Green Builders.

**Abstract**  
AIA (American institute of architects) accredited 1 hr credit program about EPS insulation .



**Mr. Alex Dantziguan**  
Product Manager, Technoform.

**Abstract**  
Saving Energy, the Environment, and Money, through Thermal Insulation of Doors, Windows, & Facades .



**Dr. Laurentiu Pestritu**  
Insulation Product Manager, Hira Industries .

**Abstract**  
Fundamentals of Insulation .



**Mr. Jim Malek**  
Business Development Manager, Kingspan .  
span .

**Abstract**  
~~Abstract~~, Performance & Certification .  
Insulation, Performance & Certification .



**Dr. Mohamed Fouad Zedan**  
Professor Mechanical Engineering Department, King Saud University.

**Abstract**  
State of the Art in the Use of Thermal Insulation in Building Walls and Roofs – Part I .



**Dr. Sami Al - Sanea**  
Professor Mechanical Engineering Department, King Saud University.

**Abstract**  
State of the Art in the Use of Thermal Insulation in Building Walls and Roofs – Part II .



**Dr. Kailash Chandra**  
Sr. Manager Technical, KIMMCO.

**Abstract**  
Insulation for Energy Saving &  
Sustainability .



**Mr. Stuart Johnston**  
Business Development Executive  
ME, BST Solutions.

**Abstract**  
Leading With Safety: The Path to  
Excellence .

# **W**hy Should You Be A Sponsor ?

## **New sales leads**

By displaying your products and services in the exhibition or by sponsoring the event you can meet and network with key decision makers within the Insulation industry. From our past events, attendees have informed us that our conferences have a high exchange rate as the delegates are serious, senior-level decision makers.

## **Launch new products or services**

Use the Kuwait Insulation Conference & Exhibition as a means to showcase your products and brands. With delegates and great media exposure, your company's products and services will not be missed. Here, you have a chance to combine all the elements of the promotional mix – advertising, public relations, sales promotion and selling.

## **Penetrate new markets**

When combining with the appropriate marketing strategies, exhibitions can create sparkling opportunities for your business. It is also the best place to test your new products because you can receive immediate feedback from your visitors.

## **Sponsoring & Psychology**

Face to face interactions are proven to be more effective to help you develop a strong customer commitment and loyalty. Exhibitions appeals to all five senses – sight, sound, smell, taste and touch and what we call the sixth sense, thought. An exhibition enables all aspects of the selling process – attention, persuasion, desire and purchasing – to be compressed into a single activity.

## **Position Your Company**

Our events enables you to continue creating awareness of your product or service, and of your company and its position within the market-place. An exhibition provides contact with your existing clients in a relaxed atmosphere and is a far more cost-effective way of reaching a new audience than cold-calls. Your participation in an exhibition signals your support for the industry you are part of within your business.

## **Your time to shine**

At the time of our events, there are dozens of media coverage from journalists and reputable newspapers. Many people enjoy seeing themselves on an interview or on the newspaper the next day. At the opening ceremony, sponsors are distinguished by being called up on stage to receive a Plaque of Appreciation from the Minister.

# Sponsorship

**Kuwait Insulation Conference & Exhibition** offers Main, Gold and Silver levels of sponsorship, Each of these sponsorship packages offers benefits to showcase your company as a sponsor of the event.

## Main Sponsors

Price: 9.000 KD

Each sponsor will receive :

- Three free booths ( 27 sqm)
- Speaking opportunity at the opening ceremony.
- 15 complimentary full conference registration.
- Two banner location (2 x 1 m) inside the exhibition hall.
- Logo & Company Name in all printings and promotional materials for the event.
- Logo on event website with link to sponsor's home page.
- Provision for flyer distribution at Exhibition Entrance.
- VIP invitations to attend Opening Ceremony.
- Award & Appreciation Certificate for sponsorship.

## Gold Sponsors

Price: 6.000 KD

Each sponsor will receive :

- Two free booths (18 sqm)
- 10 complimentary full conference registration.
- Two banner location (2 x 1 m) inside the exhibition hall.
- Logo & Company Name in all printings and promotional materials for the event.
- Logo on event website with link to sponsor's home page.
- Provision for flyer distribution at Exhibition Entrance.
- VIP invitations to attend Opening Ceremony.
- Award & Appreciation Certificate for sponsorship.

## Silver Sponsors

Price: 3.000 KD

Each sponsor will receive :

- One free booth ( 9 sqm)
- 6 complimentary full conference registration.
- One banner location (2 x 1 m) inside the exhibition hall.
- Logo & Company Name in all printings and promotional materials for the event.
- Logo on event website with link to sponsor's home page.
- Provision for flyer distribution at Exhibition Entrance.
- VIP invitations to attend Opening Ceremony.
- Award & Appreciation Certificate for sponsorship.

# Sponsorship Opportunities

All sponsorships with company's name and logo will be acknowledged on the event website, the On-Site Program, Conference Sponsorship Signage and promotional materials.



## Conference Luncheon 3.000 KD

Each day buffet luncheon will be provided at the venue to conference guests & registrants. These luncheons will provide attendees with the opportunity for networking and offer the sponsor an avenue to demonstrate hospitality to conference delegates. The sponsor of each luncheon will receive :

- Company's name and logo prominently displayed on acknowledgement cards on all the buffet tables.
- Company information (if desired) to be available at the entrance.
- Two (2) complimentary full conference registrations.
- Logo on event website with link to sponsor's home page.
- VIP invitations to attend Opening Ceremony.
- Award & Appreciation Certificate for sponsorship.



## Delegate Bags 2.000 KD

All delegates with full registration will receive one delegate bag containing information and materials on the conference. Approximately 500 bags will be made. The sponsor will receive :

- Company's name and logo imprinted on the bag.
- Two (2) complimentary full conference registrations.



## Conference CD (Proceedings + Event Guide) 1.500 KD

Being the most important technical documentation for the conference, the CD-ROM Proceedings contain papers which are presented at the conference. All full conference registrants will receive a CD at the Conference. The sponsor will receive :

- Acknowledgement on the introductory screen inside the Proceedings.
- Two (2) complimentary full conference registrations.



## Conference USB (Proceedings + Event Guide) 1.500 KD

Your company logo will be printed on the front of the USB stick. The USB contains conference proceedings and event guide. The sponsor will receive :

- Acknowledgement on the introductory screen inside the Proceedings.
- Two (2) complimentary full conference registrations.



## Writing Pens 1.000 KD

Conference writing pens will be included in the delegate bags. The sponsor will receive :

- Company's name and logo on the pens.
- One (1) complimentary full conference registration.



## Event Photographs 1.000 KD

• Sponsor's logo on each picture taken at the event.

- All pictures will be posted on [flickr](#)
- Two (2) complimentary full conference passes.



## Writing Pads 1.000 KD

Conference writing pads will be included in the delegate bags. The sponsor will receive :

- Company's name and logo on the writing pads.
- One (1) complimentary full conference registration.



## Conference Video 1.500 KD

An ideal way to display your company's name and logo on the conference video, this will be distributed to the delegates after the event. This will also be uploaded on [YouTube](#)

- Sponsor logo on each video clip.
- A 15 - 30 seconds advertisement that will be inserted at the beginning of the video.
- Short message at the beginning of each technical session stating your sponsorship of the video.



## Lanyards 1.000 KD

An ideal way to display your company's name and logo, the badge holders and lanyards will be distributed to the delegates with their conference material. The sponsor will receive :

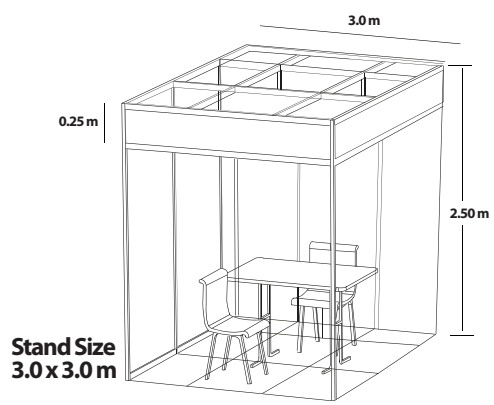
- Sponsor logo on conference lanyard.

# Exhibition Rate

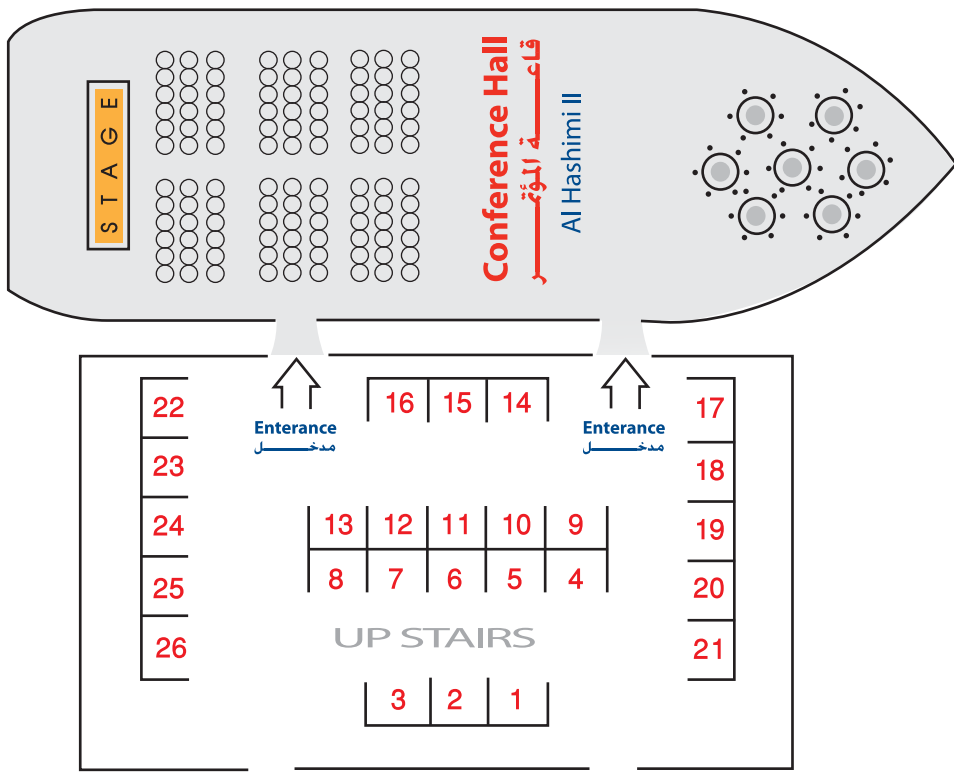
The cost of one stand is KD 1,500 which includes 9sqm of floor space, shell scheme, fascia board with company name, 4 spotlights, 1 table, 2 chairs and electrical socket.

### Co-Exhibitor Policy

If you plan to share your booth space with another companies (co-exhibitors) , there is an additional fee of KD 200 for each co-exhibitor. This entitles the co-exhibitor to a listing in the event website, show directory, company name on fascia board and exhibitor badges with their company name.



# Floor Plan



**Visa Information**  
 Visas can be obtained on arrival for many nationalities, while others may be obtained through application beforehand. Please contact your hotel representative for your visa arrangements. **Visa application should be submitted before one month prior to the event.**

**Nationalities that can get their visa directly at the airport are**  
 Australia, Austria, Andorra, Belgium, Brunei, Canada, Denmark, France, Finland, Germany, Greece, Holland, Hong Kong, Ireland, Italy, Iceland, Japan, Luxembourg, Lechtein, Malaysia, Monaco, New Zealand, Norway, Portugal, Switzerland, Spain, San Marino, Singapore, South Korea, Sweden, USA, UK, Vatican.

**Venue Information**  
 The conference and exhibition will be held at Al-Hashmi Hall at the Radisson Blu Hotel. Due to the current renovation to the main building, the Radisson Blu Hotel will not be able to reserve any rooms. Therefore, all event participants are requested to make their hotel reservation in the Palms Beach Hotel, which is locted next to the Radisson Blu Hotel ( about 3 minute walk).

# Sponsorship - Exhibition Form

Companies are invited to sponsor the event.

Please refer to the sponsorship benefits or visit the conference website [www.kuwaitinsulation.com](http://www.kuwaitinsulation.com)

Our company is pleased to sponsor the event as follow :					
<input type="checkbox"/> <b>Main Sponsor</b>	9000 KD	\$ 32300 US	<input type="checkbox"/> Writing Pens	1000 KD	\$ 3500. US
<input type="checkbox"/> <b>Gold Sponsor</b>	6000 KD	\$ 21500 US	<input type="checkbox"/> Writing Pads	1000 KD	\$ 3500 US
<input type="checkbox"/> <b>Silver Sponsor</b>	3000 KD	\$ 10700 US	<input type="checkbox"/> Lanyards	1000 KD	\$ 3500 US
<input type="checkbox"/> Conference Lunch	2000 KD	\$ 7000 US	<input type="checkbox"/> Conference CD	1500 KD	\$ 5300 US
<input type="checkbox"/> Delegate bags	2000 KD	\$ 7000 US	<input type="checkbox"/> Conference USB	1500 KD	\$ 5300 US
<input type="checkbox"/> Event photographs	1000 KD	\$ 3500 US	<input type="checkbox"/> Conference Video	1500 KD	\$ 5300 US

<input type="checkbox"/> <b>Exhibition</b>  1500 KD      \$ 5300 US	The cost of one stand is 1,500 KD (5400US\$) which includes (9sqm) of floor space, shell scheme, fascia board with company name, 4 spotlights, 1 table, 2 chairs and electrical socket.	No. of Stands Required <input type="text"/>
	Stand Number(s) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	

Company .....

Contact Person .....

Mailing Address .....

City ..... Country ..... Postal Code .....

Telephone ..... Fax ..... Email .....

Signature ..... Date .....

**Please Choose From Following:**

- Full payment must be received prior to the conference. please invoice my organization (authorization attached)
- I will be sending a Bank transfer to  
 Account Name: Promedia International  
 Bank: Kuwait Finance House  
 Account #: 021010058612  
 Swift Code: KFHOKWKWXXX  
 IBAN : KW50 KFHO 00 0000 0000 021010058612
- I enclosed a cheque made payable to Promedia International Company.

Please mail or fax this form to :



Tel : +965 2531 7601      P. O. Box 1242 Dasman  
 Fax : +965 2531 7604      Postal code: 15462 - Kuwait  
 info@promediakw.com

# R Registration



**Kuwait Insulation**  
CONFERENCE & EXHIBITION  
مؤتمر و معرض الكويت للعزل

## 1 Registration Form

Name : <span style="float: right;">الاسم :</span>		
Job Title : <span style="float: right;">المنصب :</span>		
Organization : <span style="float: right;">الشركة / الجهة :</span>		
Address : <span style="float: right;">العنوان :</span>	Country : <span style="float: right;">الدولة :</span>	
P.O. Box : <span style="float: right;">ص.ب. :</span>	Postal Code : <span style="float: right;">الرمز البريدي :</span>	City : <span style="float: right;">المدنية :</span>
Telephone : <span style="float: right;">هاتف :</span>		
Fax : <span style="float: right;">فاكس :</span>		
Mobile : <span style="float: right;">النقل :</span>		
Email : <span style="float: right;">البريد الإلكتروني :</span>		
Date : <span style="float: right;">التاريخ :</span>	Signature : <span style="float: right;">التوقيع :</span>	

## 2 Conference Fees:

- Kuwait Insulation Conference & Exhibition,  
08 - 09 February 2012 ..... (300 K.D. )
- Workshop, "Thermal Performance of Insulation Materials  
in Building Walls and Roofs",  
06 - 07 February 2012 ..... (250 K.D. )

The Registration Fee Includes Full Conference Package With :

- 1 - Conference Proceedings
- 2 - Admission to all the Technical Sessions
- 3 - Opening Ceremony
- 4 - Daily Lunch & Coffee Breaks
- 5 - Certificate of Attendance

Accommodations are NOT included in the registration fee

## 3 Payment Details:

Please Choose From Following:

- Full payment must be received prior to the conference.  
please invoice my organization (authorization attached)
- I will be sending a Bank transfer to  
Account Name: Promedia International  
Bank: Kuwait Finance House  
Account #: 021010058612  
Swift Code: KFHOKWKWXXX  
IBAN : KW50 KFHO 00 0000 0000 021010058612
- I enclosed a cheque made payable to  
Promedia International Company.

Please fax confirmation of the bank transfer to  
+965 25317604, quoting delegate's name as your reference  
on both fax and bank transfer.

## 4 Cancellations:

Cancellations must be made in writing.  
A 75% refund will be given for cancellations made two  
months before and 50% refund will be given for one month  
before cancellations.

## 5 Group Discounts:

There will be 10% discount on registration of more than  
5 delegates from one organization.