

April 22 & 23, 2015  
Place Bonaventure  
Montréal, Québec  
www.mcee.ca

## MCEE 2015 draws a crowd

### Canada's largest trade show and conference for plumbing, HVACR, hydronics, electrical and lighting

The aisles were packed again for the 2015 edition of MCEE, Canada's largest trade show and conference for the plumbing, hydronics, HVACR, electrical and lighting industries. The two-day trade show and conference took place in Montreal April 22 & 23 and is drawing outstanding reviews from exhibitors and visitors.

More than 6,000\* visitors attended MCEE. They were there to see almost 400 exhibitors from across Quebec, the rest of Canada, the United States and overseas. Visitors packed the New Product Showcase at the entrance to the show to check out the finalists in the New Product Competition and attendance was excellent at the 26 seminars.



"MCEE 2015 was an excellent show, the best ever. We were very happy with both the quantity and quality of visitors we met at the Viessmann booth. We will be back in 2017."  
**Kenneth Webster**, Viessmann Manufacturing

"The traffic was above my expectations. We are also very satisfied with the results of the Exhibition. MCEE 2015 for us was almost a product launch and the results are there!" Laurent Giérula, ESIM

"The Show targeted high quality visitors, our exact target-market. We had very good traffic throughout the show. Congratulations, you did very good work." Peter Shishakly, Rodwick

- 74% of visitors have the opportunity to influence and make buying decisions.
- 71% of MCEE visitors say they plan to make new purchases specifically **based on what they saw at the show** within the next 12 months. [See also the chart on the next page: Annual Purchasing Power of MCEE Visitors' Companies.]
- 73% plan to purchase new products that were introduced at the show.
- The average visitor spent more time at MCEE this year, and 10% of them attended the show on both days to have enough time to see all the products and attend seminars of interest to them.

"The breadth of products and technologies was exciting to see" commented CIPH President and General Manager Ralph Suppa. "MCEE continues to be a premier Canadian showcase for the plumbing, hydronic, HVACR, electrical and lighting industries."

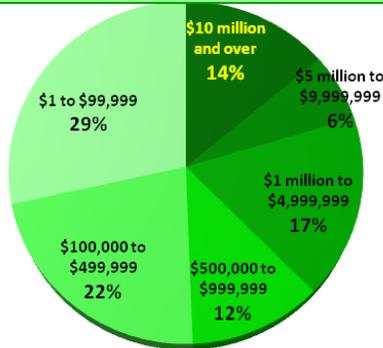
"We are particularly happy to hear the positive feedback about the quality of visitors this year", stated CMMTQ Executive Director André Bergeron. "Exhibitors were able to display their products and meet with the industry members who make the buying decisions."

## MCEE 2015 Facts

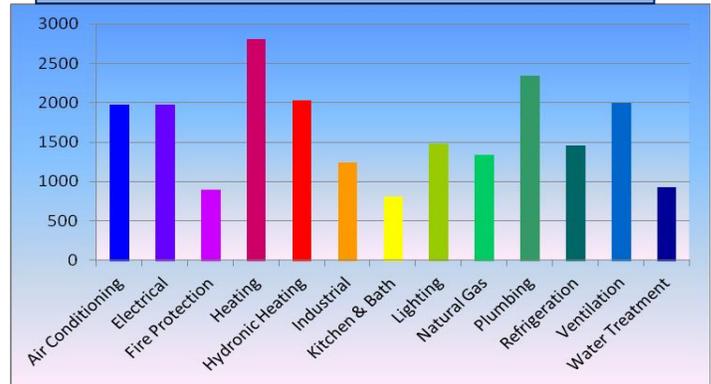
- 390 companies exhibited. [Exhibitor List.](#)
- The 2015 New Product Competition and Showcase featured the more than 120 innovative products, with winners being selected by a special panel of industry experts . [Click here](#) to see the complete list of products in the showcase. For a list of winners, [Click here.](#)
- MCEE 2015 also featured a record 26 seminars representing all of the sectors participating in the show. [Detailed descriptions of all seminars are available online.](#)

The [interactive floorplan and online show guide](#) allows visitors to search the show by exhibitor name or product type and view detailed exhibitor listings online.

**Annual Purchasing Power of MCEE 2015  
Visitors' Companies.**



**Product Interests of MCEE 2015 visitors**



## MCEE Visitors by Job / Company Type

Specialized Contractor	32%
General contractor	6%
Engineering Firm	6%
Wholesaler / Distributor	12%
Government & Services / Public Utility	7%
Home Builder or Renovator & Building Developer or Owner	1%
Interior Designer / Kitchen Designer / Architect	1%
Water Treatment or Hardware Retailer	1%
Students	15%
Teachers	4%
Building Superintendant or Maintenance	3%
Manufacturer & Agents	9%
Municipalities	3%
Media & Associations	1%

The next edition of MCEE will take place April 26 and 27, 2017 in Montreal.

MCEE is produced by the Corporation of Master Pipe Mechanics of Quebec ([CMMTQ](#)), the Canadian Institute of Plumbing & Heating ([CIPH](#)), Corporation of Master Electricians of Quebec ([CMEQ](#)), and the Corporation des entreprises en traitement de l'air et du froid ([CETAF](#)), with support from EFC Quebec and IES Montreal

\*Attendance figures represent industry members who attended MCEE 2015. It does not include exhibitor staff or any visitors who may have registered in advance but did not attend.

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