



INFOTHERMA

FINAL REPORT



29. EDITION 22.-25.1. 2024
OF THE INFOTHERMA EXHIBITION

www.infotherma.cz

FOREWORD

Dear Exhibitors,

Allow me to take this opportunity to thank you for your participation and support at this year's international exhibition, Infotherma 2024. Your presence at the exhibition is a key factor contributing to the success of the entire event and maintaining its significance in the field of energy savings, heating, and the use of renewable resources.

The 29th edition was a year full of challenges and successes for us. Thanks to you, we were able to offer a wide range of innovations and ideas in the area of energy savings to our visitors.

The final report you are now reading summarizes the key moments of this year's exhibition, including statistics and feedback from the participants. I hope you'll find this information useful and inspiring in planning your future activities.

We look forward to further cooperation with you and hope that Infotherma will continue to be a platform where you can present your innovations and meet potential customers from all regions of our country.

Thank you once again for your support. I look forward to meeting you at the next edition of the Infotherma exhibition.

Best regards,
Ing. Petr Kalenda



DIRECTOR OF THE EXHIBITION



INFOTHERMA IN NUMBERS



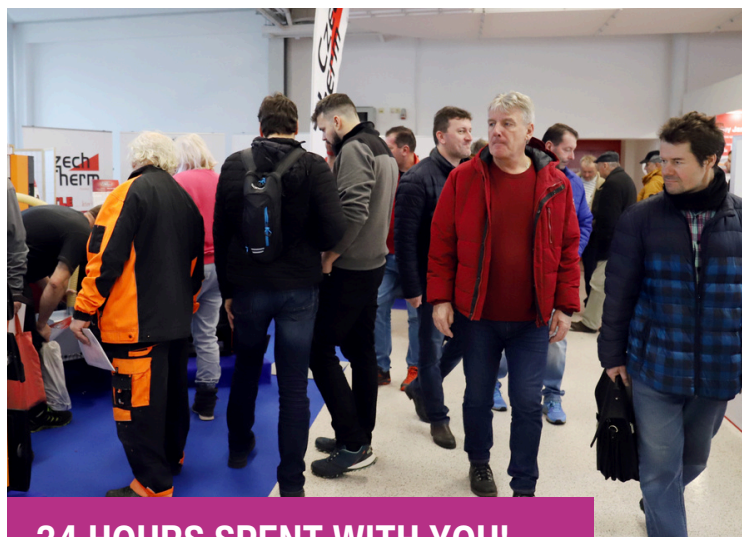
305 EXHIBITORS!

You sold out the capacity of Černá louka exhibition centre completely. Thanks to this fact, our visitors had a chance to see an offer of 305 exhibitors!



TENS OF THOUSANDS OF VISITORS!

As we are used to from previous years, the number of visitors was huge! The exhibition was seen by tens of thousands of visitors, which we are happy about!



34 HOURS SPENT WITH YOU!

-The exhibition lasted four days, from Monday 22.1.2024 to Thursday 25.1. 2024.

That means we have spent 34 hours full of interesting interviews, lectures, and innovations together.

INFOTHERMA IN NUMBERS



49 LECTURES

As part of the accompanying program, 49 lectures in total were delivered under the auspices of the Estav.tv and TZB-info portals. The lectures were given by the specialist in their fields on very interesting and important topics.



1 NEW CHILL OUT ZONE

We are trying to improve the exhibition every year. This year we decided to place a new chill-out zone in an exhibition centre for everyone to enjoy a little break from the hustle and bustle of the exhibition. As you can in the picture, visitors (and not only them) greatly appreciated its presence! 😊



3 AWARDS

Within a competition called “TOP VÝROBEK INFOTHERMY” (meaning the greatest product of the Infotherma) three awards were given to the winners. The winners were chosen by the readers of the TZB-info online portal. The prizes were glassy dandelions made by appreciated glassblower Jiří Pačinek. Who were the lucky ones to get them? See more on page 5! And congratulations to all the winners!

OPENING CEREMONY

The opening ceremony of the 29th edition of the international exhibition Infotherma took place directly in the entrance hall of the Černá Louka Exhibition Grounds for the first time. This was also the location for the live broadcast from the exhibition, under the auspices of TZB INFO and Estav.tv.

The opening ceremony was accompanied by a discussion on current topics in construction and home technical equipment in 2024, in relation to legislation, energy prices, energy efficiency requirements for buildings, boiler inspections and replacements, and experiences from submitted grant applications. Furthermore, the discussion addressed how the Czech Republic utilizes grants and whether they are used effectively. Guests at the opening ceremony included Mgr. Petr Holub, Director General of the Ministry of the Environment of the Czech Republic, Ing. Jakub Unucka, Ph.D., MBA, Deputy Governor of the Moravian-Silesian Region, and Ing. Hana Tichánková, Deputy Mayor of Ostrava. The opening was moderated by the director of the TZB INFO portal, Ing. Dagmar Kopačková, Ph.D.



After the debate, the traditional awarding of the Top Products of Infotherma 2024 took place. You can find the winners on the next page.

AWARD WINNERS

TOP PRODUCTS OF INFOTHERMA 2024



1. BLAZE HARMONY: BLAZE GREEN COMBI



"The BLAZE GREEN boiler is characterized by significantly low emission values, which are at the very limit of measurability. This is made possible by a newly patented radial nozzle, which is located at the bottom of the loading chamber."

2. ISTA: ULTEGO III SMART A SMART PLUS



"The ultego III smart and ultego III smart plus products are equipped with an integrated radio module. With this step, all Ista products are now easily integrable into the metering system. The ultrasonic heat meters are particularly characterized by low pressure loss and high measurement accuracy."

3. PRIMAGAS: COMPOSITE CYLINDER WITH PURE PROPANE



"A gas cylinder with LPG, as you all know it, but better: Extremely lightweight – it weighs only 5.3 kg when empty (a traditional steel cylinder weighs 12 kg when empty), safe, and filled with pure propane (more efficient compared to the usual propane-butane mix)."

CONCURRRENT PROGRAM

In the discussion arena in pavilion A1, there was also a concurrent program throughout the exhibition, that was live-streamed on the TZB-info YouTube channel. This ensured that the general public had access to highly interesting topics and lectures. Recordings of the side program can be viewed on the TZB-info YouTube channel and on [estav.tv](https://www.estav.tv).

Among other highlights, traditionally at Infotherma, Ing. Jiří Horák, Ph.D., also known as SMOKEMAN, performed. Once again, he presented his highly popular show "SMOKEMAN's Ten Commandments of Proper Heating". So let the smoke vanish!



CONCURRENT PROGRAM

As part of the concurrent program at Infotherma, the Minister of the Environment of the Czech Republic, Mgr. Petr Hladík, also visited.

He spoke, for instance, about the projects currently supported by the Ministry of the Environment.



After the debate and answering questions from the audience, there was a brief appearance with Smokeman, Ing. Jiří Horák, Ph.D., who, for instance, measured the lung capacity of the minister.

THE EXHIBITION WAS UNDER THE PATRONAGE OF:



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EXHIBITORS IN THE STATISTICS

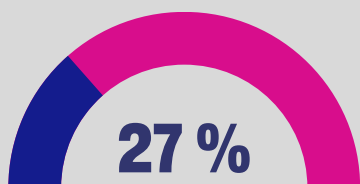
RECORD NUMBER OF EXHIBITORS

As announced in the initial statistics, this year the exhibition grounds were filled with a total of 305 exhibitors!



27% OF NEWLY SOLD SPACE

In total, 27% of the overall exhibition space was occupied by new exhibits, confirming our commitment to introducing new exhibitors to our visitors. At the same time, a large portion of exhibitors continue to remain loyal, and we sincerely thank them for their ongoing support!



REPRESENTATION OF EXHIBITORS

- The largest concentration of boiler manufacturers and sellers in one place in the CR
- The largest concentration of heat pump manufacturers and sellers (54) in the CR
- 38 companies showcased photovoltaic systems at the exhibition.
- Introduction of modern battery storage and smart home systems.
- Comprehensive presentation of Community Energy for the first time.
- And much more!

ADVISORY SERVICES

At the exhibition grounds, several locations were offering free advisory services for visitors. All visitors had the opportunity to consult their questions with leading experts in the field, enabling them to find the most suitable and optimal solutions for their households. These free advisory services play a crucial role at the Infotherma exhibition. We sincerely thank all the experts who dedicated their time to assist our visitors!

LIST OF ADVISORY LOCATIONS

- **State Environmental Fund of the Czech Republic**
 - current information about subsidies
- **TZB info**
 - current fuel and energy prices from individual suppliers
 - selection of suitable heating for your residence
- **APOKS association**
 - heating (gas, biomass, hydrogen), chimneys, fireplaces, boilers, stoves, energy consultancy
- **Moravian-Silesian Energy Centre**
 - energy consultancy in energy savings
- **VEC (Research Energy Center), SMOKEMAN**
 - an educational show aimed at familiarizing the general public with proper combustion in local heating systems
- **Guild of Heating and Plumbing Engineers of the Czech Republic**
 - consulting Center of the Guild of Heating and Plumbing Engineers of the Czech Republic, specializing in heating, water and sewerage, gas, air conditioning, renewable sources, and energy
- **Association of Chimney Sweeps of the Czech Republic**
 - all about flue gas routes
- **Guild of Stovebuilders of the Czech Republic**
 - stoves, cookers, and other biomass-burning heaters and everything about the stove-fitting craft
- **Agency for Business and Innovation**
 - API's mission is the administration of EU Structural Funds subsidies for business development in the CR



FEEDBACK



„The Infotherma Ostrava exhibition is a traditional start to our exhibition season for our company ATMOS. As a manufacturer of modern solid fuel boilers, this region is crucial for us, making the Infotherma exhibition at Černá Louka a valuable opportunity and the right step into the exhibition marathon. We thank the organizing team for a well-executed exhibition and look forward to future editions.”

www.atmos.eu



„Great atmosphere at Infotherma 2024 in Ostrava! Tng Air presented with two stands showcasing the latest trends in heating and energy solutions. We were thrilled to be part of this innovative trade fair and share our solutions with you.”

www.zatopime.cz



„We considered the Infotherma 2024 exhibition as an excellent opportunity to showcase our natural thermal insulations, attic membranes, and vapor barrier layers. We presented not only through exhibits but also with expert lectures and technical consultancy. This construction exhibition is unique in the Czech Republic not only for its focus but also for its flawless organization and promotion to both lay and professional audiences. The immense attendance at this event reflected its stature, with visitors coming from distant regions across the country. For these reasons, JUTA a.s. has already booked our exhibition space for Infotherma 2025.”

www.juta.cz

FEEDBACK



„I would like to thank you in the name of the ROJEK thermal technology team. Especially for the high attendance at the trade fair. Your contribution, including the free entry ticket on your website, was greatly appreciated. Our company ROJEK highly values our participation in Infotherma 2024."

www.rojek.cz



„It's been exactly a month since our debut at the #infotherma2024 trade fair, and looking back, we can say it was a fantastic experience! With dedication, emotions, and anticipation, we presented our products and services to all of you in an atmosphere filled with positive vibes!"

www.bmluro.cz



„When it comes to the trade fair, Enado thanks you for flawless course, and we look forward to the next year! The organization reflects years of experience. I also appreciate the pleasant communication during the preparation of our exhibit."

www.enado.cz

NEW: RAFFLE

INFOTHERMA

tombola

This year, we introduced a new feature for our visitors: a raffle. Every purchased ticket was raffable to win attractive prizes. The main sponsor of the raffle was Tatry Mountain Resorts, who generously offered a daily prize of a two-night stay for two people with half-board at luxurious hotels in the High or Low Tatras, or at the ski resort in Szczyrk.



The prizes for the raffle were also sponsored by Inteltek. Visitors had the chance to win prizes such as a robotic vacuum cleaner or smart programmable thermostatic heads.

Infotherma also contributed to the raffle with tickets to the Ice Hockey World Championship, a ride in a Ferrari 488 GTB, and promotional packages filled with INFOTHERMA items.

AND HOW THE VISITORS ENJOYED THIS NEW FEATURE?

We used the raffle prize and enjoyed a few wonderful days in the Tatras with my wife. Thank you very much :-)

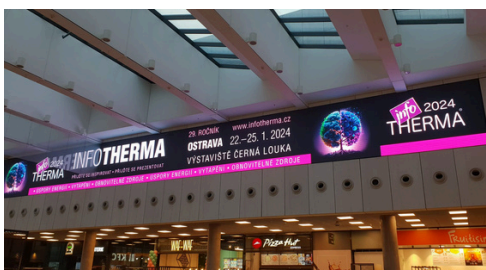
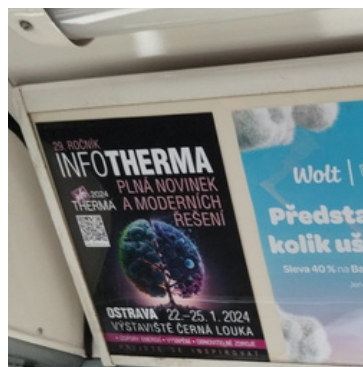
I attend this exhibition every year and I must praise the organization. You maintain a high standard, clarity in booth placement, and clear guidance for visitor movement during the tour."

- Jan M.

ADVERTISING CAMPAIGN

As part of the advertising campaign, we aimed to reach a wide range of potential visitors to the Infotherma exhibition. For this reason, we chose a combination of several advertising formats, such as:

- **Radio advertisement**
 - Čas, Čas Rock, Orion, Ruby, Haná
- **Billboards**
 - on important transport links throughout the Czech Republic
- **LED screens**
 - OC Nová Karolina shopping centre, Místecká a Jugoslávská streets Ostrava, Olomouc
- **Leaflets**
 - tourists centers in Moravian-Silesian, Zlín and Olomouc Region
 - trams in Ostrava
 - in villages in the MS Region
- **Online advertisement**
 - VLTAVA LABE MEDIA - Vignettes on Deník.cz
 - Online newsletter
- **TV campaign**
 - ad in regional television TV Polar, online access to ČT24's live broadcast of the exhibition, report on ČT
- **Social media**
 - promotion, competitions, exhibitors' posts



MEDIAL PARTNERS


PICTURES

