

EN

2016

EUROSATORY

25th
EDITION

13 - 17 JUNE 2016 / PARIS

**COMMERCIAL
BROCHURE**

**Stand offer
Communication tools
2016 Price list**

To access your company exhibiting space

Login: _____

Password: _____





EUROSATORY : a wide range of tools to communicate and speed up your business development



Boost your business

with a range of communication tools that will help you optimise your participation in this event.



Estimate your budget

using the price list available on page 25.



Access the appropriate measures

to maximise your presence at Eurosatory.



Our team of experts provide you with **support and advice** to select the right communication and business tools for your objectives.

How to exhibit at Eurosatory?

- 1** If you were not an exhibitor in 2014, you shall first submit an **admission request** at www.eurosatory.com/exhibiting/surfacesandstands.
- 2** Once your company's request is **accepted** by our services, you will receive a **login and password** as well as the General Terms of Sales, allowing you to submit your **registration order** online: www.eurosatory.com/exhibitingcompanyspace. By placing your order you agree to follow the Eurosatory **General Terms of Sales**, which you can download from our website: www.eurosatory.com/download-documents.
- 3** You will then automatically receive an acknowledgement of receipt from the organiser recapping your order.
- 4** Subject to feasibility of your stand's particular features, we will validate your order and send a **prepayment invoice for 50%** of the total amount (VAT included) **payable on receipt**.
- 5** Upon receiving your prepayment, the organiser will:
 - Give you access to your **exhibitor space** (progressively developed) allowing you to prepare for the exhibition, complete your stand order and optimise your participation in the exhibition.
 - Send you the Eurosatory 2016 **Exhibitor Manual** (as of summer 2015).
 - Suggest a **stand location** for you.
- 6** Your stand location is provisional and will only be finalized once the **total amount of your participation** cost has been paid, **no later than 31 January 2016**.



“Making your exhibition successful!”: This handy brochure is available on request or may be downloaded from the www.eurosatory.com website in the “Download Documents” section.



Exhibiting indoors

- Indoor bare area
- Shell scheme

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EXHIBITING
INDOORS



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EXHIBITING
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EXHIBITOR
PACKAGE



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- Business consulting
- "Do Business With" conferences
- Official Delegations and VIP visitors
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DEVELOP
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SPONSORING
TOOLS



Prices

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PRICES



EUROSATORY 2016 - How to exhibit?

1- Different ways to exhibit at Eurosatory

YOUR STATUS

- **Direct exhibitor:** You book and occupy a specific space and you may accommodate one or more co-exhibitors from one or more companies. (Registration required)
- **Co-exhibitor:** You are “hosted” by a company to present your products or services at a direct exhibitor space. (Direct exhibitor)

NATIONAL VISIBILITY

- **In a national pavilion:** This area allows you to exhibit together with other companies from the same country.
- **Within an organised group:** You benefit from the group’s reputation (chamber of commerce, regional group, trade group, etc.).

THEMATIC VISIBILITY

- **In a technology cluster:** These clusters gather exhibitors from the same industrial sector who wish to enjoy the visibility provided by these clusters as well as communication tools such the Visitor Guide, signs, orientation maps, “Expert Itineraries” (flyers for visitors downloadable from our website before the exhibition). These “Expert Itineraries” allow visitors to identify the names of companies operating in a given field of technology at a glance.

- Training and Simulation
- UAVs/UGVs
- Civil security and emergency response
- Infrastructure and critical facilities protection
- CBRNe
- Measurements, tests & testing centres
- Embedded electronics

- **In the Discovery Village:** This area is specifically designed for very small companies exhibiting for the first time at Eurosatory. Consisting of fully fitted 6sqm modules, the Village is an opportunity to discover the exhibition’s benefits for a low cost.

2- Security deposit

A **security deposit** (refundable after a mandatory exit inventory) must be paid for any indoor or outdoor surface area greater than 50sqm, for pavilions and reception chalets. The deposit is intended to cover any restoration costs related to damage caused to the site and/or facilities.

3- Upper floor/Mezzanine surface option

• Indoors

If you wish to enlarge your stand without increasing your floor space, you may build an upper floor/mezzanine.

The upper floor/mezzanine must not cover more than 20% of the total floor surface.

• Indoors orange area

Spaces located in the orange area around the halls benefit from technical exemptions and an upper floor of up to 60% of the floor surface may be built with a height not exceeding 6m.

• Outdoors

You also may enlarge your stand without increasing your floor space thanks to an upper floor/mezzanine that can cover up to 100% of the total floor surface.



The 2016 Eurosatory exhibition comprises

- Two equally attractive halls with wide circular aisles
- New aisles in the outdoor exhibition area



Indoor surfaces in the **orange area** benefit from technical exemptions including:

- Maximum height construction 6m
- Maximum height for hanged truss and banners 7m
- Upper floor or mezzanine: maximum surface 60% of the total surface stand

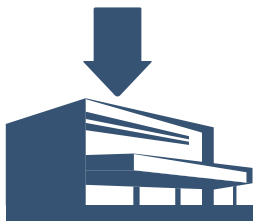


Exhibit indoors

Hall 5 and Hall 6

INDOOR BARE SURFACE: Create your stand in line with your image

> **Price: €475 ex-VAT/sqm** (minimum 12sqm)

Based on 3sqm increments, you may reserve a surface area with a corner (if available), in order to benefit from several open sides. All stands located in the orange area around the halls benefit from technical exemptions (higher tolerances for the stand height, sign height, side closing, upper floors, etc.).

■ **MEZZANINE/UPPER FLOOR** (Optional)

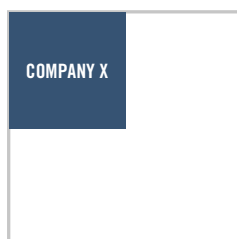
Maximum construction allowed: 20% of the total floor surface.

Stands in the orange area may have an upper floor consisting of up to 60% of the total floor surface (please refer to the exhibition plan).

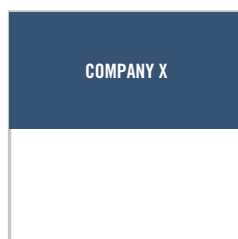
> **Price: €317 ex-VAT/sqm**

■ **CORNER** (Option)

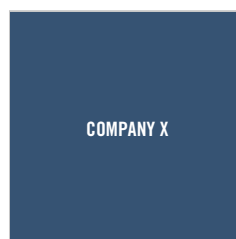
Enhance your visibility by choosing a stand location open on several sides.



1 corner



2 corners



4 corners

If available and only indoors

> **Unit price: €357 ex-VAT/corner**

■ **PARTITION WALLS, CARPET AND WOODEN FLOOR** (Optional, please refer to the price list on p.25)

■ **SECURITY DEPOSIT**

A security deposit (refundable after a mandatory exit inventory) must be paid for any indoor surface area greater than 50sqm for pavilions and reception chalets. The deposit is intended to cover any restoration costs related to damage caused to the site and/or facilities.

> **Price: €25 ex-VAT/sqm**

Shell Schemes

Our stands may be customised and allow you to fit out the space according to your needs and in cooperation with our team or our decorator. Prices include surface area.

Please refer to the descriptions on the following pages.

■ BUSINESS Shell Scheme 6 , 9 and 12sqm

Save time and optimise your costs!
 > Price: €574 ex-VAT/sqm



■ PRESTIGE Shell Scheme Starting from 12sqm

High visibility guaranteed!
 > Price: €697 ex-VAT/sqm



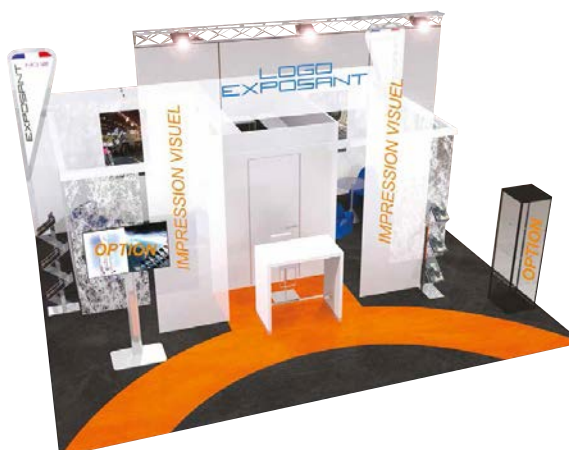
■ CLASSIC Shell Scheme Starting from 12sqm

The best compromise
 between visibility and cost!
 > Price: €623 ex-VAT/sqm



■ EXPERT Shell Scheme Starting from 36sqm

Dedicated to companies displaying vehicles or a
 broad range of products!
 > Price: €713 ex-VAT/sqm



BUSINESS Shell Scheme

Save time and optimise your costs!

This fully-fitted stand is available in 6, 9 and 12sqm formats, with lounge or office furniture. The 6sqm modules are grouped together in the “Discovery Village” intended for very small companies exhibiting at Eurosatory for the first time

> **Price: €574 ex-VAT/sqm**



9sqm Business Shell Scheme with 1 corner, lounge furniture, and a storage room



9sqm Business Shell Scheme no corner, office furniture, and a storage room

DESCRIPTION

- Carpet colour: red. Pebble grey aluminium structure and laminated partition walls (height 2.50m)
- Decorative strip red background, on the open sides
- One rail of 3 spotlights
- One exhibitor totem (height 2.50m, width 50cm) weaved in red
- Two exhibitor double-sided signs, with exhibitor's name printed on top, stand number and country flag (horizontally) in white letters on a red background
- For a 9sqm stand: 1sqm lockable storage room

ELECTRICITY (powered on from 8 am to 7 pm)

- For 6sqm: 3 kW electrical power box
- For 9sqm: 3 kW electrical power box with a 3-socket unit

FURNITURE

For a 6sqm stand:

- Office furniture: 1 desk, 1 armchair, 2 chairs, 1 lockable storage cabinet with 2 doors, 1 document display, 1 wastepaper bin
- Lounge furniture: 1 coffee table, 3 armchairs, 1 lockable storage cabinet with 2 doors, 1 drawer cabinet, 1 document display, 1 wastepaper bin

For a 9sqm stand:

- Office option: same as 6sqm + 1 drawer cabinet
- Lounge option: same as 6sqm + 1 armchair

For a 12sqm stand:

- Office option: same as 9sqm + 1 document display + 1 coat rack
- Lounge option: same as 9sqm + 1 document display + 1 coat rack

OPTION

- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.25)

CLASSIC Shell Scheme

The best compromise between visibility and cost!

12 sqm minimum surface stand, then in increments of 3sqm

> **Price: €623 ex- VAT/sqm**



12sqm Classic Shell Scheme with 1 corner



18sqm Classic Shell Scheme with meeting area and 1 corner

DESCRIPTION

- Carpet with square pattern (choice of colours)
- Modular aluminium streaked grey partition. White gloss aluminium structure (height 2.50m)
- 1sqm or 2sqm storage room with shelves, coat-pegs and lockable door
- A semi-partitioned meeting area with a woven net curtain (starting from 24sqm)

ELECTRICITY AND LIGHTING (powered on from 8 am to 7 pm)

- 1 3 kW and 6 kW electrical power box starting from 21sqm
- 1 rail of 3 spotlights of 100W for 12sqm and two 3-socket units

SIGN

- 2 side signs (white forex panel) with exhibitor's name, stand number and country flag (height 3m)

FURNITURE

- To customise their stand, exhibitors have a furniture credit of €45 ex-VAT/sqm (including insurance) and can select from the catalogue sent with the Exhibitor Manual
- For example, the decoration presented in the 12sqm stand (for a catalogue price of €540) includes: 1 document display, 1 table, 3 chairs, 1 reception desk, 1 reception stool, 1 wastepaper bin

FLORAL DECORATION

- 1 box with a plant (height: 1.50m)

OPTION

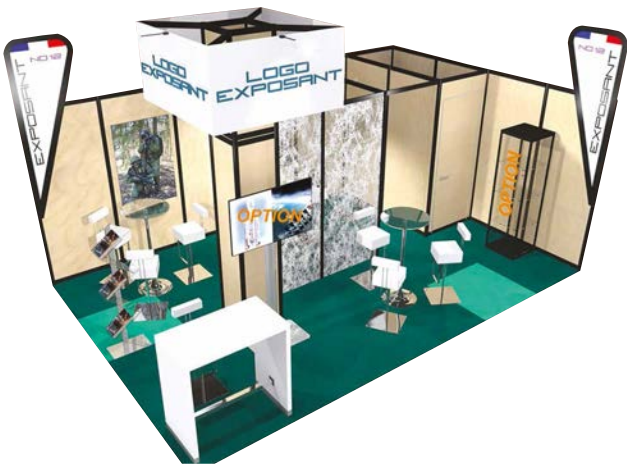
- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.25)
- High or low lockable display cabinet (to be ordered with the stand)

PRESTIGE Shell Scheme

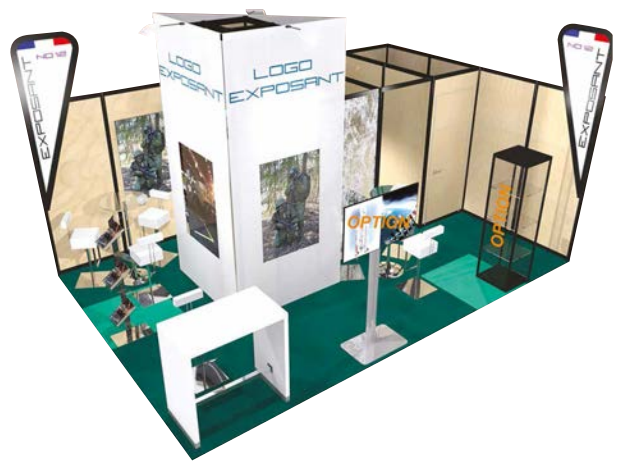
High visibility guaranteed!

12sqm minimum surface stand, then in increments of 3sqm. Meeting room possible for surfaces equal to or higher than 24sqm

> **Price: €697 ex-VAT/sqm**



24sqm Prestige Shell Scheme with storage room, meeting area and 1 corner. One 4-sided mast (height 4m) with exhibitor's logo



24sqm Prestige Shell Scheme with storage room, meeting area and 1 corner. 3 side sign with 2 light panels and exhibitor's logo (height 4m starting from 24sqm)

DESCRIPTION

- Carpet with square pattern (choice of colours)
- Modular wood-coloured partition walls. Charcoal grey gloss aluminium structure (Height 2.50m)
- 1sqm or 2sqm storage room with shelves, coat-pegs and lockable door
- One office room (with 1 net curtain) and lockable door, or a meeting area with net curtain (starting 24sqm)
- One 4-sided sign mast (height 4m)

ELECTRICITY AND LIGHTING (powered on from 8 am to 7 pm)

- 1 3 kW electrical power box. 6 kW starting from 21sqm
- 1 rail of 3 spotlights of 100W for 12sqm and two 3-socket units

SIGN

- A 4-sided sign mast (height 4m) with exhibitor's logo lit up with 3 halogen spotlights for a 18sqm stand or a 3-sided mast (see image above) with 3 halogen spotlights
- 2 side signs (white forex panel) with exhibitor's name, stand number and country flag (height 3m)

FURNITURE

- To customise their stand, exhibitors have a furniture credit of €45 ex-VAT/sqm (including insurance), and can make their choice from the catalogue sent with the Exhibitor Manual
- For example, the decoration presented in the 24sqm stand with corner, for a catalogue price of €1,080 includes: 1 document display, 1 table, 4 chairs, 1 reception stool, 1 reception desk, 2 high tables, 6 stools, 1 wastepaper bin

FLORAL DECORATION

- 1 box with a plant (height: 1.50m)

OPTION

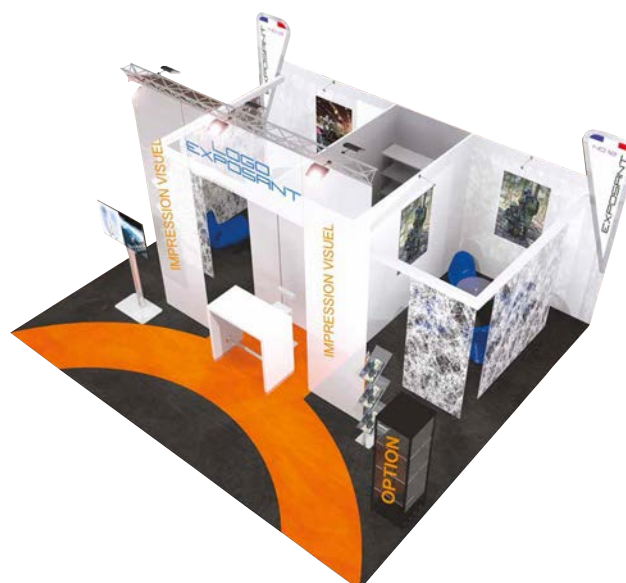
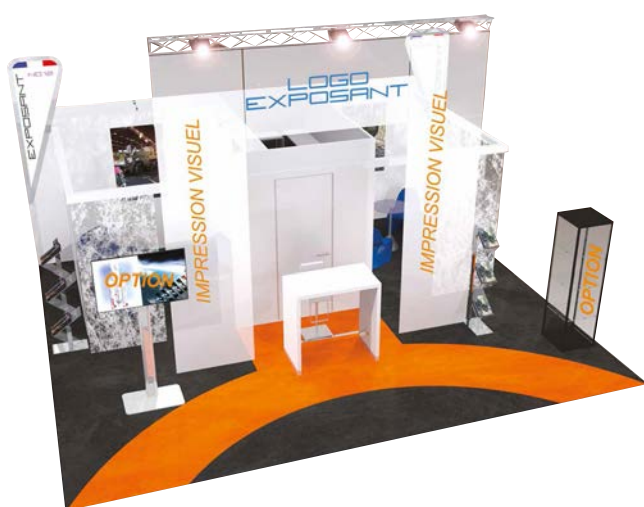
- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.25)
- High or low lockable display cabinet (to be ordered with the stand)

EXPERT Shell Scheme

Dedicated to companies displaying vehicles or a broad range of products!

Starting 36sqm, then in increments of 3sqm. Optional: Suspended truss light, double-sided logo light panel

> **Price: €713 ex- VAT/sqm**



The built area can be arranged according to the surface and the exhibitor's wish

DESCRIPTION

- Carpet with pattern (choice of colours)
- White wooden partition walls (height 2.50m)
- 2sqm storage room with shelves, coat-pegs and lockable door
- Two meeting areas with decorative white strips and net curtain

ELECTRICITY AND LIGHTING (powered on from 8 am to 7 pm)

- 6 spotlights low-voltage on rod, three 3-socket units
- 1 6 kW electrical power box

SIGN

- 2 side signs (white forex panel) with exhibitor's name, stand number and country flag (height 3m)

FURNITURE

- To customise their stand, exhibitors have a furniture credit of €45 ex-VAT/sqm (including insurance), and can make their choice from the catalogue sent with the Exhibitor Manual. (Max. budget: €1,600 ex-VAT)

- For example, the decoration presented in the 36sqm stand includes: 2 lounge furniture sets, 1 small lockable cabinet, 1 reception desk, 1 reception stool, 1 document display, 1 wastepaper bin

FLORAL DECORATION

- 1 box with a plant (height: 1.50m) + 1 flowerpot

OPTION

- **NEW!** 4m long suspended truss light (height 6m), four 400W spotlights and a central light panel with printed double-sided logo, and 2 printed light panels (1mx5m) to be ordered with the stand. Please refer to the price list (p.25)
- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.25)
- High or low lockable display cabinet (to be ordered with the stand)



Exhibit Outdoors

BARE SURFACE STAND: Fit out your stand to reflect your image

■ **GROUND SURFACE STAND:** You may book a minimum surface stand of 50sqm.

> **Price: €223 ex-VAT/sqm**

■ **MAST SIGN WITH COMPANY NAME:** Only the direct exhibitor with a 50sqm to 300sqm surface area has a sign installed by the organiser.

■ **COVERED AREA:** The ground surface stand used for the construction of your fixed, covered or closed installations, such as modules, tents, shelters, covered terraces, etc. to receive visitors will be subject to an additional charge.

> **Price: €161 ex-VAT/sqm**

■ **UPPER FLOOR/MEZZANINE:** You may add an upper floor which may cover up to 100% of the total built surface area. To do so, you need to declare the covered area that corresponds to the built upper floor.

> **Price: €149 ex-VAT/sqm**

■ **SECURITY DEPOSIT:** A security deposit (refundable after a mandatory exit inventory) must be paid for any outdoor surface area greater than 50sqm, for pavilions and reception chalets. The deposit is intended to cover any restoration costs related to damage caused to the site and/or facilities.

> **Price: €25 ex-VAT/sqm**

25sqm PAVILION: Enjoy a modern, welcoming space

These pavilions are delivered bare.

> **Price: €10,705 ex-VAT (excluding surface stand)**

> **Option second glazed side: Price: €1,900 ex-VAT**



Pavilion with one glazed side



Pavilion with a second glazed side (optional)

■ **SECURITY DEPOSIT: €800 ex-VAT**

■ **PRE-EQUIPPED PAVILION:** Carpet + indoor side walls in cotton flock + white vellum ceiling + 6kW installation

> **Price: €12,476 ex-VAT/unit (excluding surface stand)**

■ **FULLY FITTED PAVILION:** Pre-equipped pavilion + furniture (see www.eurosatory.com website/surfaces and stand)

> **Price: €13,624 ex-VAT (excluding surface stand)**

RECEPTION CHALET

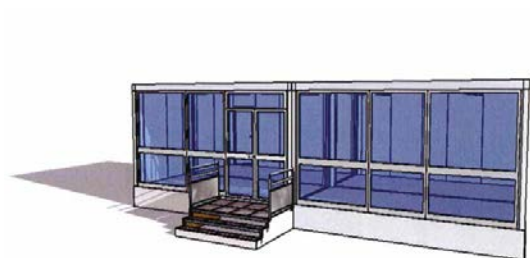
A special place to receive distinguished guests

This chalet is designed for receptions and dining, as well as small equipment display. The indoor surface area is 72sqm, and these chalets may be fitted with kitchen and toilet facilities.

> **Chalet Price: €17,302 ex-VAT (surface not included)**

> **Price for 2 levels: Contact us**

■ **SECURITY DEPOSIT: €3,500 ex-VAT (Per 72sqm module)**



Standard 72sqm chalet



Two-storey chalet with garden

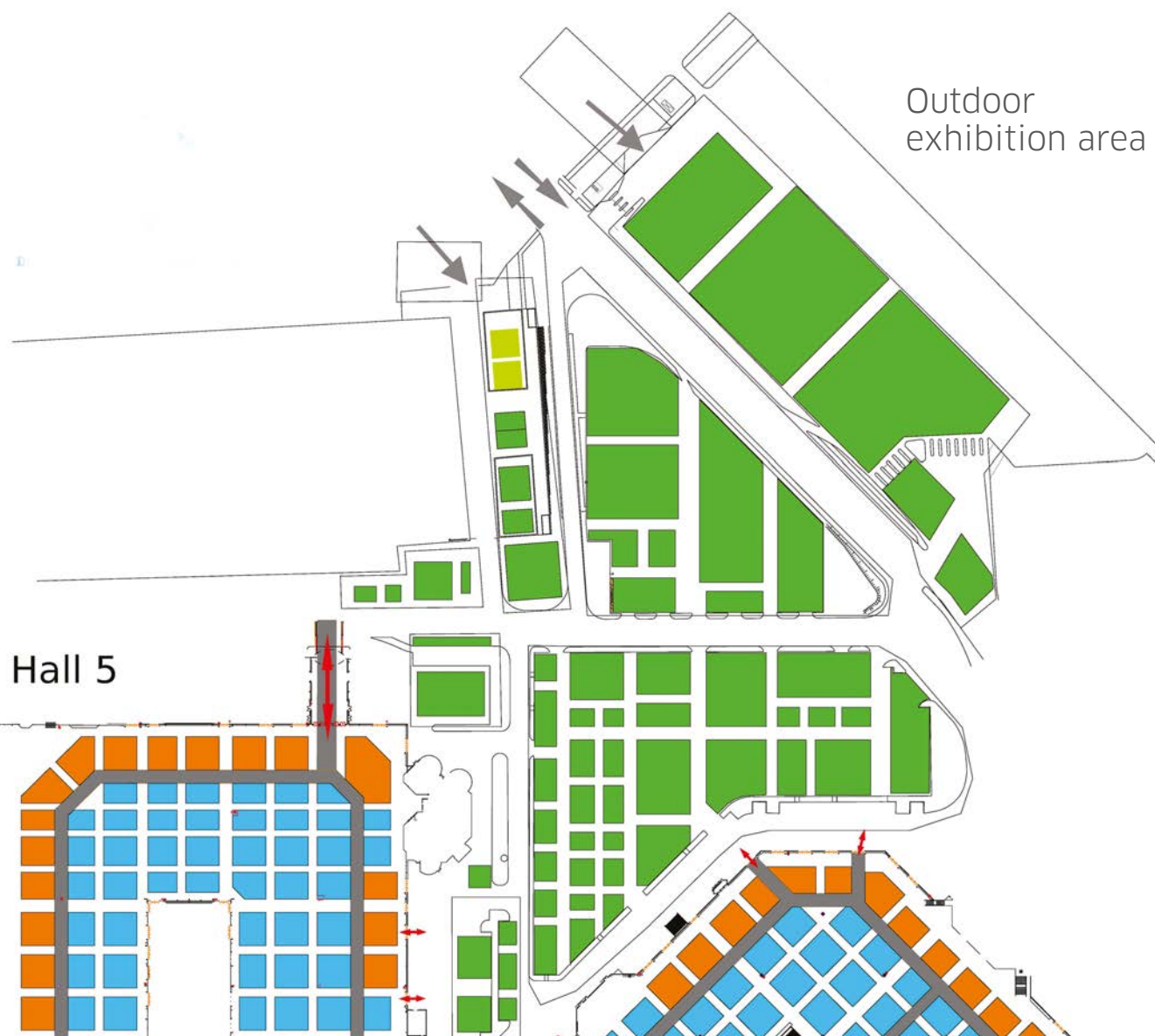


EXHIBIT
 OUTDOORS



Exhibitor Package

Registration fees are calculated based on the stand surface area booked. The package includes the registration and management of your request as well as the following services:

Communication

- Printed invitation cards (unlimited) (p.20)
- E-invitations (customisable) (p.20)
- Exhibitors' badges/company visitors' badges
- Catalogue entry (printed and online versions) freely distributed at the exhibition and printed in 20,000 copies, a directory of reference for two years
 - Presentation of your company and your products on ½ page, A4 format
 - Exhibitor name and contact information - 7 lines of text in French and/or in English
 - 3 pictures + 5 lines of text
 - 7 products section and services classification
- A press service and use of Press/Media mailboxes to target your communication on the media of your choice (p.19)

Business tools

- Defence and Security Business Meetings (p.15)
- Business consulting (p.15)
- "Do Business With" conferences dedicated to the presentation of prime contractors industrial and purchasing strategies, with subcontractors (p.16)
- Exhibitors-Visitors Connection Service (p.17)

Activities

- Access to Exhibitor Conferences (p.20)
- Access to conferences organised by COGES (p.21)
- Official exhibitor reception (p.21)

Logistics and Services

- Stand cleaning
- On-site service provider coordination
- Insurance

(See conditions in the Exhibitor Manual and in the General Terms of Sales)

See prices on page 25



Develop your Business

Defence and Security Business Meetings



Make your participation in the exhibition profitable by multiplying business contacts

Eurosatory provides a unique service in the Defence and Security world, whereby business meetings between buyers and solutions suppliers are scheduled prior to the exhibition. This service allows you to detect potential buyers and develop new leads for cooperation with French and foreign partners. In 2014, 349 exhibitors from 34 countries attended 3,068 business meetings.



• Who is the service for?

It is for all exhibiting companies that wish to take advantage of a tailor-made business meeting schedule and for certain contracting professional visitors selected by the organiser.

• How do you access it?

Fill in the dedicated online form to present your company. You can select the companies you wish to meet three weeks before the exhibition. You then validate the companies that have requested a meeting with you. The appointments take place at the exhibitor stands or, if you so wish, in a specific area provided in the indoor exhibition area, on the "Defence and Security Business Meetings" space, managed by our partner CCI of Paris - EEN Network.

> **Price: Service included in the Exhibitor Package**

Business consulting



Optimise your international development strategies

Experts in industrial strategy from different countries are selected by Eurosatory for their ability to provide support on their domestic market for companies in search of openings. This service allows exhibiting company executives to schedule appointments with these experts. This is a particularly effective service for SMEs developing projects to export to one of these countries. In 2014, eight consultants were available to exclusively provide SMEs with expertise in development and exports in determined geographic areas (Brazil, Canada, India, Israel, Latin America, Middle East, Russia and USA). The consultants are sworn to professional secrecy with regard to all information discussed at these meetings.

• Who is this service for?

Strategy consulting is open to any executive committee member of an exhibiting company wishing to develop business abroad.

• How do you access it?

Each exhibitor fills the dedicated online form to present his business and the issue to be addressed. A month before the exhibition, the exhibitor selects the consultants he wishes to meet and the appointments are confirmed a week before the event.

> **Price: Service included in the Exhibitor Package**



DEVELOP
YOUR BUSINESS



The “Do Business With” Conferences

ONLINE FORM

Improve your industrial performance

Eurosatory offers exhibitors the possibility to attend “Do Business With” Conferences. These conferences are meetings between major Industrial Prime Contractors (IPC) and subcontractors from around the world that will give you know-how and innovations information. Following a one-hour conference given by the IPCs on their industrial strategy and purchasing policy, “B-to-B” meetings are organised so that the IPC can meet with subcontractors on a one-to-one basis. The IPCs and subcontractors thus develop their network and may identify new suppliers, partners and business opportunities.



• Who is this service for?

All IPCs attending the exhibition and seeking to develop their network of contractors.

All subcontractors wishing to develop contacts with major IPCs.

• How do you access it?

To register for the business meetings, fill in the dedicated online form in your Exhibitor Space.

> Price:

- **IPCs: Service included, limited to the 8 first companies registered**
- **Subcontractors: Service included in the Exhibitor Package**

Outdoor Live demonstrations

FORM ON REQUEST

Present your products on the field

A 20,000sqm outdoor area featuring operational settings provides the scene to display vehicles and operating systems in action. Completed by widescreen projections, these demonstrations take place twice a day for one hour. They boost exhibitor visibility at the event and promote their products. Ten shows are organised over the course of the week.



• Who is this service for?

Any company wishing to promote its products.

• How do you access it?

Exhibitors wishing to take part must apply as early as possible by getting in touch with their Eurosatory sales manager. For the sake of overall coherence of the demonstrations, the organiser confirms participation at his discretion.

Demonstrations will be organised subject to a sufficient number of participants.

> Price: Based on the equipment presented. Please refer to the price list (p.26)



Indoor Live demonstrations

Showcase your product performances

FORM ON REQUEST

The exhibition features a dedicated area for the presentation of UGVs in motion, and an especially laid-out flying arena for UAVs. At the last exhibition, 10 shows each lasting 30 to 45 minutes displayed the mobility and exploration capacities of these systems.



• Who is this service for?

For all companies wishing to showcase their products.

• How do you access it?

Exhibitors wishing to take part must apply as early as possible by getting in touch with their Eurosatory sales manager. For the sake of overall coherence of the demonstrations, the organiser confirms participation at his discretion.

Demonstrations will be organised subject to a sufficient number of participants.

> **Price: Based on the equipment presented. Please refer to the price list (p.26)**

The Exhibitors-Visitors Connection Service

Expand your professional network

WHILE FILLING
 IN YOUR
 CATALOGUE
 ENTRY

Visitors can request appointments with exhibitors that have signed up for this service by email using the online Catalogue prior to the exhibition to prepare for their visit. Exhibitors can thus organise their appointments and make the necessary arrangements to receive the most important visitors.

• Who is this service for?

All Eurosatory exhibitors may use this service. Visitors wishing to organise their time at the event can select the companies they wish to meet in order to schedule their visits in advance.

• How do you access it?

When registering your company in the Exhibitor Catalogue, you can sign up for this service by providing an email address for the management of your appointments. Exhibitors registering for this service agree to reply to all requests.

> **Price: Service included in the Exhibitor Package**



DEVELOP
 YOUR BUSINESS



Official Delegations and VIP visitors

Eurosatory Guests



Eurosatory Guests are invited by the Chairman of the exhibition. Their role within armed and security forces and the procurement departments of these organisations are vital to their authorities' decision-making process. These Guests may also be people holding equivalent positions in large private or public firms in search of security and logistics equipment or technologies derived from military applications.

They attend the exhibition in a professional capacity and must optimise their time at the event and their opportunities for meetings. The organiser gives them special attention, provides working facilities at the exhibition and encourages them to contact exhibitors to arrange meetings.

- **Who may receive Eurosatory Guests?**

All exhibiting companies.

- **How do you access the service?**

Register for the Exhibitors-Visitors Connection Service (see page 17).

> **Price: Service included in the Exhibitor Package**



Official Delegations Meet international decision-makers and contract givers



This is a potentially strategic service for your company. It shall be put in place and followed up by the persons in charge of high-level visits at your company, starting from March - April 2016.

Important international delegations (Ministries of Defence and the Interior, Secretaries of State, Chiefs of Staff, national armaments directors, etc.) are invited by the Ministry of Defence or by the organiser to attend the exhibition at every edition of Eurosatory. In 2014, 172 Official Delegations (OD) from 87 countries (714 VIPs) met the exhibitors at the event.

Eurosatory is the Land & Airland tradeshow that welcomes the largest number of official delegations in the world.

- **Who may request an OD visit?**

All companies presenting operational systems and exhibiting on at least a 30sqm indoors or a 60sqm outdoors space.

- **How do you access the service?**

Fill in the dedicated online form in your Exhibitor space. These requests are vital to inform the delegations of the manufacturers' wishes. The heads of delegations make the final decision about the schedule of their visit.

> **Price: Service included in the Exhibitor Package**





Communicate

New products launches & events at the show



Boost your reputation on the international scene

Eurosatory is THE international event to discover innovations in the Defence and Security fields. In 2014, over 450 products were launched at the exhibition and all the press (707 journalists in 2014) received the “New products and innovations” kit and were informed of the exhibitors events.

• Who is this communication tool for?

The new products kit is used by all exhibiting companies wishing to present their new products.

Companies may inquire at the press centre to receive information about how to attract journalists for their dedicated events.

• How do you access this tool?

For the new products, please contact our technology director Louis Menigoz: l.menigoz@cogesevents.com

For the events, fill in the dedicated online form in your Exhibitor space.

The information you provide will only be disclosed to the media on the date you choose.

Feel free to contact us for advice on promoting an event.

• Price: Service included in the Exhibitor Package

Communication & Press Managers Directory



Make yourself known to journalists!

This directory contains the names, email addresses and phone numbers of the Press and Communication correspondents of the companies exhibiting at the event. With 500 copies printed and online version available, it is given to all the journalists present in the press centre. It identifies you as the designated contact to over 700 international journalists.

• Who is this service for?

All exhibiting companies.

• How do you access it?

You can reference or identify your colleague using the form available online.

> Price: Service included in the Exhibitor Package

The International Press Centre & Press/Media Mailboxes

Benefit from international press coverage

To enjoy optimal media coverage at the exhibition, a press centre is made available to exhibitors to meet some 707 accredited international journalists and 438 media specialising in Defence, Security and International Economy.

Each accredited media has a press mailbox that companies can use to leave their press releases and press kits.

• Who is this service for?

All communication managers of exhibiting companies.

• How do you access it?

Simply go to the press centre and show your Exhibitor badge.

> Price: Service included in the Exhibitor Package





Eurosatory Daily

Through the exhibition, an official daily reports your news on a “day-to-day basis” and boosts your image by giving you publicity (printed and online versions).

Eurosatory Daily: A daily magazine produced by IHS Jane’s. It is distributed every day at the three entrances of the exhibition and given out to all visitors. Exhibitors receive a copy directly at their stand.

In 2014, 51,000 copies of the five issues were put out. There were over 2,024 quotations of companies and, in addition to the 550 articles and in-brief news drafted in French and English, each issue contains strategic focuses about Defence and Security. Each issue is also fully available on the IHS Jane’s and Eurosatory websites as well as on the Eurosatory easy-to-read computer application.

News Online: The official web partner “Army Recognition” posts information (online), before and during the exhibition, information about the event and, above all, about exhibitors.

During the exhibition, it reports about all the exhibitor events, new products and innovations. A photo and video gallery is updated everyday and available online. In 2014, over 157,374 visitors viewed News Online.

• **Who is this service for?**

All exhibiting companies.

• **How do you access it?**

Prior to the exhibition, contact our two partners by sending them your press releases and your page of advertising.

> **Price: Contact the service providers directly; please refer to the Exhibitor Manual**



Invite your clients and prospects to the exhibition



Exhibitors wishing to invite their contacts and potential clients may order professional invitation cards.

They can use also customisable and easy-to-use e-invitations thanks to a computer application. All these invitations can be sent to their lists of clients and prospects. Visitors can then pre-register online and obtain their badge immediately at the entrance to the exhibition.

Using invitations and e-invitations is the best way to publicise your participation and to invite clients, prospects and partners to the event.

• **Who is this service for?**

All exhibiting companies.

• **How do you access it?**

Fill in the order on the online form.

> **Price: Service included in the Exhibitor Package**

Exhibitor Conferences Talk about your products



Take advantage of the professional, competent visitors attending Eurosatory to present your products and your innovations to a high level audience. During a 45 minute slot, in an open space designed to welcome 80 attendees, entirely equipped with a screen, an overhead projector, a microphone and a PA system, exhibitors can promote their company and their products on a topic of their choice.

• **Who is this service for?**

The “Exhibitor Conferences” are opened to companies wishing to present a range of products, launch an innovation, or give a speech about a topic of their choice. These conferences organised in a fully equipped and open space inside the exhibition are open to all visitors and other exhibitors. The conferences’ programme is featured on our website, in the Visitor Guide, on the “Conferences” signs, in the visitor newsletters and in the specific conference programme distributed at the entrances to the exhibition.

• **How do you access it?**

Register online in your Exhibitor space.

> **Price per conference: €1,950 ex-VAT**



Eurosatory Conferences

To address new Defence and Security issues, Eurosatory brings together decision-makers, operational staff and manufacturers at international conferences on targeted subjects. Lasting 90 minutes in general, these conferences take place over the five days of the event.

- **Who is this service for?**

Exhibitors, visitors and the media.

- **How do you access it?**

Register online at www.eurosatory.com in the Conference & Workshops section. To sign-up for a conference, you will be asked to provide an individual email address (not a collective one).

> **Price: Admission is free to most conferences. Only a few are charged for or require an invitation**

The Official Exhibitor Reception

Meet the official delegations, the Defence and Security VIPs attending the event, at a prestigious venue

COGES organises an official reception where top executives of exhibiting companies can meet all the VIPs in a prestigious setting.

- **Who is this event for?**

All exhibiting companies, official delegations and all the VIP guests of the exhibition.

The number of invitations granted free of charge to each company depends on the size of their stand at the exhibition.

- **How do you access it?**

Fill in the dedicated online form.

Your invitations will be available from Friday 10 until Tuesday 14 June 2016 at the "Official Reception" desk located in Hall 6 - Organisers' office.

> **Price: Service included in the Exhibitor Package for the quota of invitations calculated according to your stand size. Extra invitations may be purchased for €200 ex-VAT each (if available)**

The Eurosatory 2016 catalogue

ONLINE
FORM

The Eurosatory exhibition catalogue is available at each exhibition in a printed version (20,000 copies are distributed onsite) and is posted online. It features all the companies taking part in the event. You have full freedom to decide on the content you wish to publish and 7 lines are free of charge to describe your business. The Eurosatory catalogue remains available for two years and is the reference for buyers working in the Land & Airland Defence and Security sectors.

- **How do you access it?**

Fill in the "Catalogue" form online.

> **Price: Service included in the Exhibitor Package. Please refer to the price list (p.26)**





Sponsoring Tools

Boost your visibility and reputation

To be more visible at the exhibition, COGES provides a range of promotional and sponsorship tools that can be customised to your strategy, your communication and your budget.

To order your sponsorship tools, fill in the dedicated form. If you have any further questions, contact your Eurosatory sales manager.

Welcome Kit

1- Exhibitor bags

• Exhibitor welcome bags

The welcome bags customised with your company logo and containing your brochure will be given to all Eurosatory exhibitors.

Quantity: 1,600 bags **to be provided by you** to COGES by D-15.

The documentation of ten other exhibitors may be included in it.

Offer available to a single exhibitor

Price: €4,200 ex-VAT

• Document insertion in the exhibitor bag

Quantity = maximum 100g of publicity material in 1,600 copies sent to COGES by D-15.

Preparation and distribution of bags provided by the organiser.

Offer available to ten exhibitors

Price: €3,450 ex-VAT

2- Visitor bags

The right to give all visitors a bag customised with your company logo and containing your company's brochure in addition to a free gift at the three exhibition entrances (Hall 5, Hall 6 and outdoor entrance).

Quantity: 40,000 bags **to be provided by you**.

Preparation, storage and distribution of bags provided by the exhibitor.

Offer available to a single exhibitor

Price: €35,300 ex-VAT

3 - Exhibitors' and visitors' badges lanyards

Provided by the exhibitor

Quantity: 50,000

Offer available to a single exhibitor

Price: €25,000 ex-VAT

Signs

4- Overhead signs

Add your logo to the general signage marking the exhibition aisles.

Aisle letter for Hall 6 (40 points)

Aisle letter for Hall 5 (40 points)

Format: H 40cm x L 150cm

Offer available to one exhibitor per Hall

Price: €16,050 ex-VAT

5- Floor slabs

Your company logo and your stand number on the floor slab.

Format: 50 x 50cm

Quantity: 20 slabs

Location: Hall 5 or Hall 6

Offer available to one exhibitor per Hall

Price: €10,165 ex-VAT

6- Direction footprints on the floor

Footprints measuring 45cm (featuring the company name and stand number) approximately every 1.50m from the hall entrance to your stand.

From the entrance to Hall 6 or Hall 5 depending on your stand's position.

Offer available to three exhibitors per Hall.

Price: €6,200 ex-VAT



7- Technology Clusters Sponsorship (Cluster list p.4)

Your logo on:

- Expert Itineraries: "Themed Visit Flyers" for visitors downloadable on our website
- General maps of the exhibition, indoors and outdoors, 15 maps in total
- Map in the "Visitor Guide" given out to all visitors and exhibitors
- Map on the Eurosatory website in the "Prepare for your visit" section

Offer available to one exhibitor per cluster

Price: €4,815 ex-VAT

8- Expert Itineraries

These "Experts Itineraries" list all companies relating to one of the topics promoted at the event:

- Training & Simulation
- UAVs/UGVs
- CBRNe
- Civil security and emergency response
- Infrastructure and critical facilities protection
- Measurements tests & testing centres
- Embedded electronics

They allow visitors looking for a specific technology to immediately identify companies presenting solutions in these categories. They are downloadable by visitors on our website.

Your name in red and bold in the expert guide corresponding to your business thematic.

Your company visible at a glance.

Unlimited offer

Price: €107 ex-VAT

9- Map Sponsorship

Your logo on:

- General maps of the exhibition, indoors and outdoors (15 maps in total)
- Map on the website www.eurosatory.com in the "Prepare for your visit" section
- Map in the Visitor Guide distributed to all visitors and exhibitors

Offer available to ten exhibitors

Price: €2,100 ex-VAT

10- Outdoor Live Demonstrations Sponsorship

Sponsor the outdoor demonstration arena/4 to 5,000 spectators (VIPs, Media, Official Delegations)/Press day 2 banners at the entrance to the demonstration site entrance, 2x1sqm

Banners produced by the organiser

Offer available to a single exhibitor

Price: €16,050 ex-VAT

11- Indoor Live Demonstrations Sponsorship

Sponsor UAS-UAV, land robots with signs produced by the organiser.

Format: H 3m x L 6m

Offer available to a single exhibitor

Price: €10,700 ex-VAT

12- Exhibitor Conference room sponsorship

Your logo on the walls around the conference rooms (an open space welcoming 80 attendees in one of the indoor exhibition halls).

Offer available to a single exhibitor

Price: €4,815 ex-VAT

13- Shuttle sponsorship

Rent advertising space on the Eurosatory shuttles running between the Exhibitors and Visitors car parks, the Live Demonstrations area and in the exhibition outdoor area.

- 6 shuttles of 3 carriages each running all day long
- 18 double-sided panels: 300 x 32cm

Offer available to a single exhibitor

Price: €9,000 ex-VAT

14- Shuttle Stop Sponsorship

Rent advertising space on one of the stops of the Eurosatory shuttles located between the Exhibitors and Visitors car parks, the Live Demonstrations area and in the exhibition outdoor area.

- 6 shuttles of 3 carriages each running all day long.
- 1 double-sided board, format: contact us

Offer available to a single exhibitor per stop

Price: €4,280 ex-VAT

15- Advertisement in the catalogue - Technical specifications

Description	Format of the advert	Unit price ex-VAT
On cover, ½ page (vertical)	100 x 297 mm	€11,780
Inside front cover	100 x 297 mm	€9,150
Opposite table of contents	210 x 297 mm	€4,820
Inside back cover	210 x 297 mm	€8,720
Outside back cover	210 x 297 mm	€10,380
Front of page opposite inside cover	210 x 297 mm	€6,380
Four-colour page	210 x 297 mm	€4,500
Four-colour ½ page inside (horizontal)	100 x 123 mm	€2,300
Bound insert	210 x 297 mm	€9,000
Flap of cover	Contact us	Quote on request
3 LOGOS package: (20% off)		
1 four-colour logo in the alphabetical directory of exhibitors + 1 four-colour logo in the alphabetical index of exhibitors + 1 four-colour logo in the alphabetical directory of exhibitors by country		€1,020
PLUS package: (15% off)		
½ four-colour page + 1 four-colour logo in the alphabetical directory of exhibitors		€2,376
OPTIMUM package: (20% off)		
1 full four-colour page + 1 four-colour logo in the alphabetical directory of exhibitors + 1 four-colour logo in the alphabetical index of exhibitors + 1 four-colour logo in the alphabetical directory of exhibitors by country		€4,620

When sending in your advertisements:

- PDF file, without password protection, in high definition with colour guides and embedded fonts.
- On Mac or PC CD Rom with a high-definition colour printout (compulsory).
- Include a 5mm bleed around the edge.

• Logo

- Files in .jpg or .eps format, 300 dpi and vectorised (maximum size)



Prices

Possible options	Unit	Unit Price ex-VAT	Amount	Total ex-VAT
SURFACE/ STANDS/ OPTIONS				
INDOOR SURFACE AREA				
Indoor bare area (min. 12sqm)	Price/ sqm	€475		
6sqm "BUSINESS" stand in the Discovery Village - OFFICE option	Price/ sqm	€574		
6sqm "BUSINESS" stand in the Discovery Village - LOUNGE option	Price/ sqm	€574		
9sqm or 12sqm "BUSINESS" stand - OFFICE option	Price/ sqm	€574		
9sqm or 12sqm "BUSINESS" stand - LOUNGE option	Price/ sqm	€574		
"CLASSIC" stand (min. 12sqm)	Price/ sqm	€623		
"PRESTIGE" stand (min. 12sqm)	Price/ sqm	€697		
"EXPERT" stand (min. 36sqm)	Price/ sqm	€713		
INDOOR SURFACE AREA OPTIONS				
Corner (indoor surface area only)	Unit price	€357		
Carpet - per sqm	Price/ sqm	€15		
Floor - per sqm	Price/ sqm	€24		
Flock cotton partition (height 2.50m)	Price/ linear metre	€118		
Upper floor surface area / mezzanine indoors	Price/ sqm	€317		
Truss light + banner (4 ml) (for EXPERT stands only)	Unit price	€3,990		
32" LED screen - on totem stand (for fitted stands only)	Unit price	€412		
32" LED screen - on base (for fitted stands only)	Unit price	€412		
40" LED screen - on totem stand (for fitted stands only)	Unit price	€498		
40" LED screen - on base (for fitted stands only)	Unit price	€498		
46" LED screen - on totem stand or on base (for fitted stands only)	Unit price	€547		
Multi format DVD player (for fitted stands only)	Unit price	€75		
Horizontal showcase with lighting (for fitted stands only)	Unit price	€217		
Vertical showcase with lighting (for fitted stands only)	Unit price	€326		
OUTDOOR SURFACE AREA				
Outdoor bare area (min. 50sqm)	Price/sqm	€223		
OUTDOOR SURFACE AREA OPTIONS				
Coverage	Price/ sqm	€161		
Upper floor surface area outdoors/mezzanine	Price/ sqm	€149		
Bare pavilion 25sqm (surface area not included)	Unit price	€10,705		
Optional 2nd glass wall	Unit price	€1,900		
Pre-equipped pavilion 25sqm (surface area not included)	Unit price	€12,476		
Fully fitted pavilion 25sqm - with furniture (surface area not included)	Unit price	€13,624		
Bare chalet (72sqm) (surface area not included)	Unit price	€17,302		
Two-floor bare chalet (surface area not included)	Unit price	Quote on request		
PARTICIPATION PACKAGES - COMPLUSORY				
Direct Exhibitor Participation Package - indoor area up to 8sqm	Set price	€498		
Direct Exhibitor Participation Package - indoor area 9 to 30sqm	Set price	€875		
Direct Exhibitor Participation Package - indoor area 31 to 60sqm	Set price	€1,002		
Direct Exhibitor Participation Package - indoor area 61 to 100sqm	Set price	€1,545		
Direct Exhibitor Participation Package - indoor area 101 to 250sqm	Set price	€2,600		
Direct Exhibitor Participation Package - indoor area 251 to 500sqm	Set price	€3,425		
Direct Exhibitor Participation Package - indoor area +500sqm	Set price	€6,182		
Direct Exhibitor Participation Package - outdoor area 50 to 60sqm	Set price	€629		
Direct Exhibitor Participation Package - outdoor area 61 to 100sqm	Set price	€1,012		
Direct Exhibitor Participation Package - outdoor area 101 to 300sqm	Set price	€1,545		



Possible options	Unit	Unit Price ex-VAT	Amount	Total ex-VAT
Direct Exhibitor Participation Package – outdoor area 301 to 500sqm	Set price	€5,038		
Direct Exhibitor Participation Package – outdoor area +500sqm	Set price	€7,708		
Participation Package per Co-Exhibitor	Set price	€860		
Participation Package per Co-Exhibitor (more than 5 co-exhibitors)	Unit price	€650		
SECURITY DEPOSIT				
Security deposit (surface greater than 50sqm indoors and outdoors)	Price/sqm	€25		
Security deposit per pavilion (ex-VAT)	Unit price	€800		
Security deposit per chalet (ex-VAT)	Unit price	€3,500		
COMMUNICATE				
LIVE DEMONSTRATIONS AND DYNAMIC DISPLAYS				
Outdoor Live Demonstrations – UAV/UGV	Unit price	€1,059		
Indoor Live Demonstrations – UAV/UGV	Unit price	€1,059		
Indoor Live Demonstrations – robots	Unit price	€1,059		
Indoor Live Demonstrations – equipment and security systems	Unit price	€1,145		
Outdoor Live Demonstrations – vehicles > 20 MT	Unit price	€6,313		
Outdoor Live Demonstrations – medium-size vehicles from 10 to 20 MT	Unit price	€4,173		
Outdoor Live Demonstrations – small vehicles <10 MT	Unit price	€3,103		
YOUR PAGE IN THE CATALOGUE				
Eurosatory Catalogue up to 7 lines	Set price	Free		
Eurosatory Catalogue – 7 products and services heading included	Set price	Free		
Eurosatory Catalogue – 3 pictures + 5 lines of text	Set price	Free		
Eurosatory Catalogue – Translation, price per word by estimate	Set price	Quote on request		
Eurosatory Catalogue – Extra lines	Set price	€29		
Eurosatory Catalogue – Extra products and services heading	Unit price	€29		
Eurosatory Catalogue – Logo	Unit price	€495		
Eurosatory Catalogue – Extra picture	Unit price	€477		
Four-colour logo in the exhibitor alphabetical directory printed & online	Unit price	€495		
Four-colour logo in the exhibitor alphabetical index printed & online	Unit price	€390		
Four-colour logo in the products & services index printed & online	Unit price	€390		
Four-colour logo in the exhibitor index by country printed & online	Unit price	€390		
Company in red and bold in the exhibitor alphabetical index printed	Unit price	€43		
Company in red and bold in the products & services index printed	Unit price	€43		
Company in red and bold in the exhibitor index by country printed	Unit price	€43		
SPONSORSHIP IN THE CATALOGUE				
Catalogue advertisement – Flap of cover	Set price	Quote on request		
Catalogue advertisement – On cover ½ page (vertical)	Set price	€11,780		
Catalogue advertisement – Inside front cover	Set price	€9,150		
Catalogue advertisement – Opposite table of contents	Set price	€4,820		
Catalogue advertisement – Inside back cover	Set price	€8,720		
Catalogue advertisement – Outside back cover	Set price	€10,380		
Catalogue advertisement – Front of page opposite inside cover	Set price	€6,380		
Catalogue advertisement – Four-colour page	Unit price	€4,500		
Catalogue advertisement – Four-colour ½ page (horizontal)	Unit price	€2,300		
Catalogue advertisement – Bound insert	Set price	€9,000		
3 logos package: (20% off)				
1 four-colour logo in the exhibitor alphabetical directory printed & online + 1 four-colour logo in the exhibitor alphabetical index printed & online + 1 four-colour logo in the exhibitor index by country printed & online	Set price	€1,020		



Possible options	Unit	Unit Price ex-VAT	Amount	Total ex-VAT
PLUS Package: (15% off) ½ four-colour page printed + 1 four-colour logo in the exhibitor alphabetic directory print & online	Set price	€2,376		
OPTIMUM Package: (20% off) 1 full four-colour page + 1 four-colour logo in the exhibitor alphabetic directory print & online + 1 four-colour logo in the exhibitor alphabetic index print & online + 1 four-colour logo in the exhibitor index by country print & online	Set price	€4,620		
EXHIBITION SPONSORSHIP OFFERS				
Sponsorship: Expert Itinaries: your company's name in red and bold	Set price	€107		
Sponsorship: 1 shuttle stop (little trains)	Set price	€4,280		
Sponsorship: 50 x 50cm slabs x 20 slabs	Set price	€10,165		
Sponsorship: "Exhibitor Conferences" room	Set price	€4,815		
Sponsorship: Advertising insertion in the exhibitor bag	Set price	€3,450		
Sponsorship: Shuttles (little trains)	Set price	€9,000		
Sponsorship: Direction footprints (offer limited to 3 advertisers per Hall)	Set price	€6,200		
Sponsorship: Maps and Visitor Guide	Set price	€2,100		
Sponsorship: Welcome bag handed out to exhibitors	Set price	€4,200		
Sponsorship: Visitor bags	Set price	€35,300		
Sponsorship: Overhead sign on aisle letter Hall 5 (40 points)	Set price	€16,050		
Sponsorship: Overhead sign on aisle letter Hall 6 (40 points)	Set price	€16,050		
Sponsorship: Exhibitors and visitors' badge lanyard	Set price	€25,000		
Sponsorship: Outdoor live demonstration arena	Set price	€16,050		
Sponsorship: Indoor dynamic display arena	Set price	€10,700		
Sponsorship: 1 Technology cluster	Set price	€4,815		
OTHER SERVICES AT THE EXHIBITION				
Exhibitor Conferences (45 minute slot)	Set price	€1,950		
New products launches	Set price	Quote on request		
OFFICIAL RECEPTION - TUESDAY 14 JUNE 2016				
Invitation (depending on surface area)	Number	Free		
Extra invitation	Unit price	€200		

FORMS AVAILABLE IN YOUR EXHIBITOR SPACE

The exhibitor space, completed on a regular basis, will help you prepare and optimise your participation in the two following areas:

- Application to exhibit working machines
- Badges reader
- Business consulting
- Car passes for secure area
- Catalogue entry and Exhibitors - Visitors Connection Service
- Company contacts
- Communication/Press Representative
- Defence & Security Business Meetings
- E-Invitations
- Events
- Exhibitors' and Company visitors' badges
- Exhibitors' Conferences
- Foreign workers work permits
- Invitations to the official reception
- New products
- Request for Official Delegations visits
- Invitation cards
- Providers' badges
- Secondment of employees by a company governed by foreign laws
- Sign Wording
- Sponsorship
- Use of frequencies and appliances
- Temporary work permits
- VIPARIS Technical facilities
- Work Declaration

These forms will gradually be available online and in due time to help us, exhibitors and organisers together, make the best of them.



2016

EUROSATORY

13 - 17 JUNE 2016 / PARIS

Eurosatory is organised by COGES.

A team dedicated to Land & Airland Defence and Security.

A team entirely at your disposal for advice and support!

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