

INTERNATIONAL EXHIBITION



2012

# EUROSATORY

11 - 15 JUNE 2012 / PARIS

## LAND SECURITY & DEFENCE

The best opportunity  
to boost your business

### 2012 TARIFF

► **BOOK NOW:**

[www.eurosatory.com](http://www.eurosatory.com)

Under the patronage of



Presided over by



R.O.I.\*

\*RETURN ON INVESTMENT

## Boost your business and increase your return on investment

### ▶ On a single, five day trip to Paris, meet a high-level international selection of Defence & Security visitors and expand your network

- 30% of exhibitors and 40% of visitors are senior executives of their company
- 48% of visitors are involved in procurement
- Very high level of state and institutional decision-makers: ministers, Directors of National Armament (DNA), chiefs of staff, chiefs of armed and security forces
- More than 7,700 members of the armed and security forces from 108 countries.

### ▶ Enhance your corporate identity

- Join the major players from the Defence & Security sector
- Benefit from media coverage by 636 journalists from the five continents
- Assert your market position and promote your products facing your competitors (list of 2010 exhibitors at [www.eurosatory.com](http://www.eurosatory.com))

### ▶ Launch your new products

- 350 new products presented in 2010
- Many 'world Premieres'



For dual-use products:  
a unique opportunity to gain instant access to the international Defence & Security markets.

### ▶ Increase sales

Eurosatory Defence & Security BtoB Meetings: a business multiplier.  
Free service allowing you to meet new international partners.  
5,500 meetings in 2010



### ▶ Use the resources and events provided by Eurosatory to create buzz at your stand

- **Invitations and e-invitations** for your clients and prospects \*
- **Catalogue:** 1/2 page A4 per exhibitor – 30,000 free copies distributed, available online for two years\*
- **Exhibitor-Visitor connection service** based on the online catalogue to schedule meetings on your stand\*
- **Defence & Security media:** 66 partners
- **Official Eurosatory Daily:** print (48,000 copies) and web (85,900 pages visited)



- **Sponsoring**
- **Live demonstrations, indoors** (ground robots) **and outdoors** (all systems and rotary wing UAVs)
- **Conferences** on specific themes, and workshops
- **Business Strategy consultants:** to support your international development strategy\*

## Eurosatory 2010 in figures

### INTERNATIONAL

1,327 exhibitors – 70% international from 54 countries  
53,566 professional visitors from 130 countries – 47% international  
496 VIPs – 126 official delegations from 74 countries  
636 journalists from all 5 continents

### INNOVATION – TECHNOLOGY

Launch platform for products on the world markets  
350 new products identified

### BUSINESS

72% world-ranked SMEs  
5,550 D&S BtoB meetings  
International development strategy consultants

### DEFENCE & SECURITY

7,740 members of the armed and security forces from 108 countries including 491 generals  
Presence of international agencies: NAMSA, EUMS, EDA, NAMFI...

# LEADER

## Eurosatory: the leading international land security and defence exhibition

The diversity and complexity of threats and risks are driving the convergence of the Defence and Security functions at national and international levels. Eurosatory meets the dual requirement of armed and security forces, of official institutions and private agencies, in the field of prevention and protection of populations and society from acts of aggression, terrorism and industrial or natural disasters.

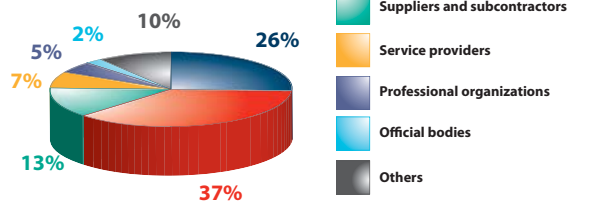
Exhibitors and visitors confirm this trend since 2008: today **30%** of exhibitors and **40%** of visitors are involved in the security field.



### Join the major players in Defence & Security in 2012

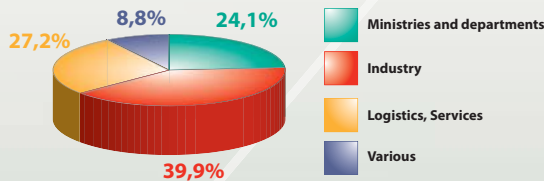
#### Who exhibit?

##### Exhibitors' profile

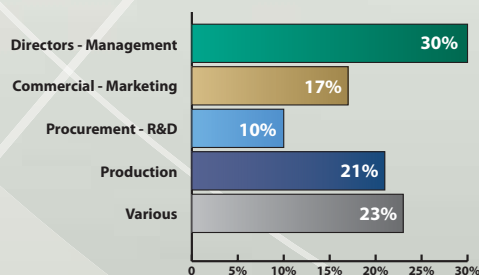


#### Who visit?

##### Visitors' profile



##### Visitors' position



2010 was marked by the presence of visitors responsible for security in major public organisations, hospitals, sensitive sites, public transport services.

### Sectors of activity

#### Weapon systems

- Missiles – rockets
- Canons – mortars
- Small and medium calibre weapons and ammunitions
- Non-lethal ammunition
- Close defence weapons
- Weapon accessories – Pyrotechnics

#### Land mobility

- Armoured, tactical and logistic vehicles
- Emergency and specialised vehicles
- Law enforcement vehicles
- Robotic vehicles – Motorcycles – Quads
- Armour and additional armour
- Mobility subassemblies
- Equipment upgrading

#### Engineering

- Earth-moving equipment
- Mine warfare and IEDs
- Depollution and recycling
- Navigation – Diving – Bridging

#### Air mobility

- Helicopters, drones, aerostats
- Parachuting and air delivery equipment

#### Command and information systems – C4ISTAR

- Transmissions – Communication systems – Antennas
- Computers – Networks
- Intelligence – Detection – Identification
- Deception – Countermeasures – Listening devices

#### Electronics – Information technology

- Information security
- Energy production and storage
- Connectors – Components

#### Optics – Optronics

- Training & Simulation in Defence & Security
- Combat, gunnery, driving and training simulators

#### Individual equipment and protection

- Food – Clothing – Camp equipment
- Operational and disaster medicine
- Survival and security equipment
- Special forces equipment
- Soldier systems
- Bullet-proof vests, stab vests
- CBRNe protection
- Logistics equipment – Firefighting

#### Homeland security - Peacekeeping

- Civil population protection
- Security systems for sensitive facilities
- Biometrics – Screening equipment
- Special equipment for peacekeeping units

#### Industrial and technical support

- Engineering, manufacturing and processing equipment
- Acquisition, measurement and test systems
- Forensics

#### Services

- Professional organisations – Institutions
- Training and teaching
- Security and defence consultancy
- Technical assistance – Logistics support
- Press – Exhibition organisation

# EXHIBIT

## Eurosatory: The best offer to present your products and services

*A large choice of exhibitor options: indoors, outdoors, in a technology cluster, in a pavilion, individually or as a co-exhibitor in a group with one or more partners.*

*A chance to promote your equipment by participating in the live demonstrations.*

### INDOOR EXHIBITORS

#### ▶ BARE SURFACE (minimum 12m<sup>2</sup>): Create your stand according to your image

Price: 415 €/m<sup>2</sup>

Upper floor surface: 280 €/m<sup>2</sup> (maximum authorised: 20% of the total surface built at ground level)

Options available:

Corner: 315 €/corner, floor: 21 €/m<sup>2</sup>, carpet: 13 €/m<sup>2</sup>, partition (h=2.5m): 99 €/ml

 Download the Technical guide for stand builders and discover Eurosatory partners at [www.eurosatory.com](http://www.eurosatory.com)

#### ▶ BUSINESS STANDS: Save time and optimise costs!

##### ● BUSINESS, 6 or 9m<sup>2</sup>: Exhibit at lowest cost

Price: 498 €/m<sup>2</sup>

2 furnishing options: lounge or office

Options: Corner: 315 €/corner;

showcase with lighting: horizontal: 190 € or vertical: 250 € **NEW**

LCD screen + DVD player (pedestal or column-mounted):

32" 360 € / 42" 510 €

*BUSINESS 6m<sup>2</sup>  
without corner, with lounge furnishing  
and pedestal-mounted LCD option*



*BUSINESS 9m<sup>2</sup>  
with corner, office furnishing and  
column-mounted LCD option*

#### ▶ PERSONALISED STANDS to arrange your space according to your needs in cooperation with our builder

To personalise his stand, each exhibitor has a furniture credit of 45 €/m<sup>2</sup> (including insurance). Make your selection according to the options described in the catalogue sent later with the Exhibitor manual.

##### ● CLASSIC: the best compromise between visibility and cost

From 12m<sup>2</sup> and in multiples of 3m<sup>2</sup>

Price: 540 €/m<sup>2</sup>

*CLASSIQUE 12m<sup>2</sup>  
without corner, and  
optional LCD screen*

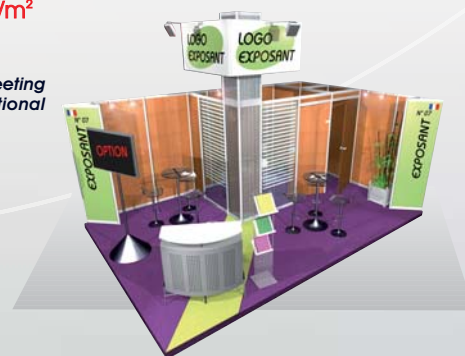


##### ● PRESTIGE: High visibility guaranteed

From 12m<sup>2</sup> and in multiples of 3m<sup>2</sup>

Price: 603 €/m<sup>2</sup>

*PRESTIGE 24 m<sup>2</sup>  
with corner, meeting  
area and optional  
LCD screen*

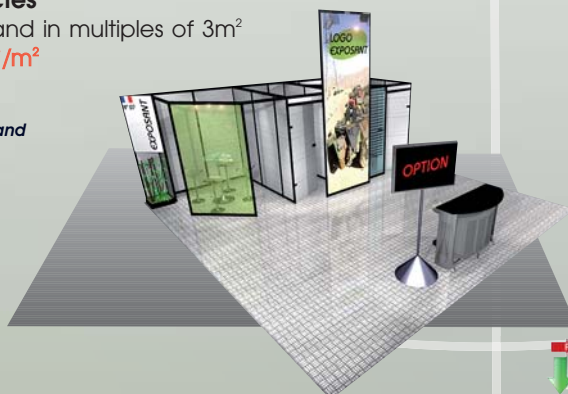


##### ● EXPERT: Stand for presentation of large products or small vehicles

From 36m<sup>2</sup> and in multiples of 3m<sup>2</sup>

Price: 570 €/m<sup>2</sup>

*EXPERT 36 m<sup>2</sup>  
with 2 corners and  
optional LCD*



##### ● Collective stand: To exhibit with several companies: National pavilion, industry association, etc.

Price: Contact us

Options: Corner: 315 €/corner; LCD screen + DVD player (pedestal or column-mounted): 32" 360 € / 42" 510 €



Download the detailed stand datasheets from [www.eurosatory.com](http://www.eurosatory.com)

## Registration fees

### The registration fees cover a full range of services:

- Exhibitor badges on demand
- Invitation cards, electronic invitation
- Catalogue entry: 1/2 A4 page – 30,000 free copies distributed
- Eurosatory BtoB Meetings® participation
- Business consulting
- Conferences – Workshops
- Official exhibitors' reception at Les Invalides
- Stand cleaning, etc.

Indoors		Outdoors	
6 – 9m <sup>2</sup>	435 €	50 – 60m <sup>2</sup>	550 €
10 – 30m <sup>2</sup>	765 €	61 – 100m <sup>2</sup>	885 €
31 – 60m <sup>2</sup>	875 €	101 – 300m <sup>2</sup>	1,350 € <span style="background-color: yellow; border-radius: 50%; padding: 2px;">-10%</span>
61 – 100m <sup>2</sup>	1,350 € <span style="background-color: yellow; border-radius: 50%; padding: 2px;">-10%</span>	> 300m <sup>2</sup>	4,400 €
101 – 500m <sup>2</sup>	3,200 € <span style="background-color: yellow; border-radius: 50%; padding: 2px;">-14%</span>		
>500m <sup>2</sup>	5,400 €		
<b>Co-exhibitor</b>	<b>800 €</b> <span style="background-color: yellow; border-radius: 50%; padding: 2px;">-20%</span>	<b>Co-exhibitor</b>	<b>800 €</b> <span style="background-color: yellow; border-radius: 50%; padding: 2px;">-20%</span>
<b>+ than 5 Co-exhibitor</b>	<b>600 €</b>	<b>+ than 5 Co-exhibitor</b>	<b>600 €</b>

All prices are in euros, excluding VAT

## OUTDOOR EXHIBITORS

### ▶ BARE SURFACE (minimum 50m<sup>2</sup>): Create your stand according to your image

Price: 190 €/m<sup>2</sup>

**Covered area:** 140 €/m<sup>2</sup> for construction of fixed, covered and closed installations, use of modules, tent, shelter, covered terrace, etc. to receive visitors

**Upper floor:** 130 €/m<sup>2</sup> (maximum authorised: 20% of the total surface built at ground level)

PAVILION 25m<sup>2</sup>  
shown with  
2 glass walls



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### ▶ OPTIONS :

#### • PAVILION 25m<sup>2</sup>

Enjoy a modern, convivial space

Bare pavilion: 9,350 €

Pre-equipped pavilion: 10,900 €

Fully fitted pavilion (pre-equipped and furnished): 11,900 €

Option 2<sup>nd</sup> glass wall: 1,660 €

The price of the surface area (minimum 50m<sup>2</sup>) is not included in the price of the pavilion.

#### • RECEPTION CHALET:

A special place to welcome your VIP guests

Designed for receptions and dining, not suitable for equipment display

Indoor surface 72m<sup>2</sup>, can be equipped with kitchen and toilet facilities

Outdoor area 54m<sup>2</sup>, can be turned into a garden

Bare chalet: 28,000 €

## TECHNOLOGY CLUSTERS

Position your company as a key player in your domain: exhibit indoor in one of the technology clusters

- Reserved zone containing all the clusters
- Highlighted signs
- Companies listed by cluster in the Visitor guide

o UAVs/UGVs: possibility to demonstrate UGVs indoors (400m<sup>2</sup> arena with obstacles) and rotary wing UAVs outdoors

o T&S / Training & Simulation

- Meet the specialists and experts from the armed and security forces
- Present your new products in the showcase
- Participate in international conferences led by an expert in the domain
- The largest concentration of T&S exhibitors (180 in 2010) at a defence and security exhibition

o Operational medicine

- Benefit from the presence of the advanced medical base deployed by the French Medical Armed Forces Service
- Participate in the international conference involving experts and officials from foreign armed forces health services

o Day & Night Vision: free access to a tunnel to test and present your equipment

o Individual D&S equipment: protection and survival equipment, clothing, gloves, helmets, footwear, etc.

o High-technology subcontracting: for SMEs offering innovative solutions or technological breakthroughs

o Embedded electronics: turnkey solutions for prime contractors and system integrators (PDAs, batteries, terminals and peripherals)

o CBRNe: detection, prevention and decontamination in response to human and terrorist threats and industrial accidents

# INFOS



## ► How to register

Log on at [www.eurosatory.com](http://www.eurosatory.com) / Exhibitors' Area 2012

**1. Your company exhibited in 2010:** use the login and password given in the cover letter you received with the brochure, or contact us.

**2. Your company is a first-time exhibitor:** contact the commercial agent for your zone to receive your login and password to register on line.

**3. Download the Eurosatory General rules and the new VAT regulations datasheet in the "documents for downloading" section**

*Note: Once you have completed the on-line registration, you will receive a confirmation of your order from the organiser. Your contract will be effective once the first payment has been made.*

**Registration deadline : 30 November 2011**

## New

**Boost your business and join the Defence and Security business conventions organised in 2011 by ABE in partnership with Eurosatory:**



**European Security Meetings**  
11 - 12 May 2011 Lyon - France

**Contact & Registration:**

Vianney THOMAS  
Tel: +33 1 41 86 41 50  
[vthomas@advbe.com](mailto:vthomas@advbe.com)  
[www.advbe.com](http://www.advbe.com)  
[www.bciaerospace.com](http://www.bciaerospace.com)



**European Defense Meetings**  
23-24 November 2011 Bordeaux - France

**Contact & Registration:**

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## ► Exhibition Centre VIPARIS - Paris Nord Villepinte



Paris Nord Villepinte is located between Paris and Charles de Gaulle international airport in a unique environment with several hotels. A full range of access options.

Suburban transportation provides access to the centre of Paris in 30 min, PARIS CDG Airport in 10 min and ORLY Airport in 45 min..

A motorway network offers access to Paris and Lille (A1), eastern France (A3) and the South via the A104.

## ► Commercial team

**Xavier Fernier:** Marketing and Sales Director - [x.fernier@eurosatory.com](mailto:x.fernier@eurosatory.com)

**Sarah Nicolas:** International Sales Manager - Northern and Eastern Europe, Russia, Asia, Turkey  
[s.nicolas@eurosatory.com](mailto:s.nicolas@eurosatory.com)

**Pauline Piltant:** International Sales Manager - Western Europe, Americas (N&S), Africa, Middle East  
[p.piltant@eurosatory.com](mailto:p.piltant@eurosatory.com)

**Adrien Lemoine:** France Sales Manager - [a.lemoine@eurosatory.com](mailto:a.lemoine@eurosatory.com)

The Eurosatory team, their partners and 27 representatives around the world are at your disposal for advice and assistance until the time of the exhibition.

Download the list of worldwide representatives and official partners at [www.eurosatory.com](http://www.eurosatory.com)



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