

EN

2018

EUROSATORY

11 - 15 JUNE 2018 / PARIS

**COMMERCIAL
BROCHURE**



- ④ **Stand offer**
- ④ **Communication tools**
- ④ **2018 Price list**



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INTRODUCTION

EUROSATORY 2016

in figures

167,217sqm of indoor and outdoor exhibition space

1,571 exhibitors from 57 countries
65.5% international

57,024 professional visitors
46% international

212 Official Delegations from 94 countries representing 821 VIP delegates

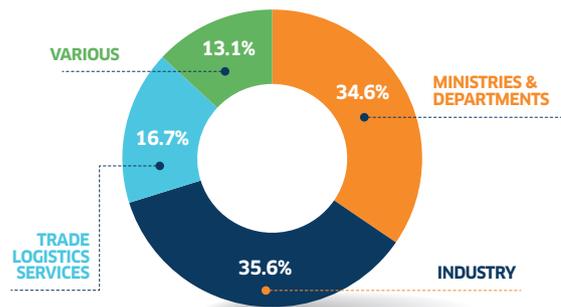
8,217 representatives of the armed and security forces from 103 countries

179 Eurosatory guest from 28 countries

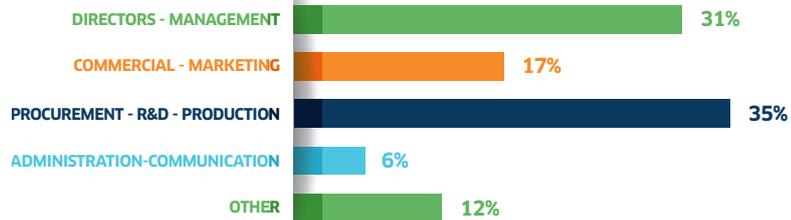
713 journalists attending

VISITORS' DATA

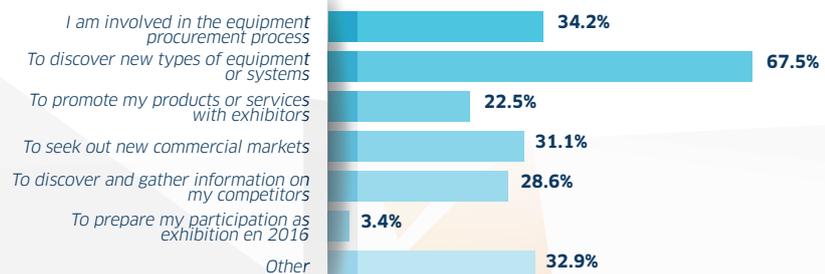
Visitors profile



Visitors position



Why did you come to Eurosatory 2016?



2016: A FURTHER STRENGTHENED ATTENDANCE OF DECISION MAKERS AND INSTITUTIONAL USERS

Official Delegations increase of 23% in 2016 with a growth of 52% for the Security domain. Heads of delegations are assisted by technical experts, ensuring a comprehensive assessment of the exhibition. Their average attendance is about 2.6 days.

	Total	Defence	Security	Characterization / Others
Official Delegations	212 (94 countries) representing 821 VIPs	145	67	13 ministers, 30 vice-ministers, 18 chiefs of staff, 26 national armaments directors
High French Authorities	18	Minister, Armament National Director, Joint Chief of Staff, Chief of Army Staff, Army Major General, Special Forces Commander, Army Aviation Commander, Army Technical Services Director...	Ministry of Interior Directors, National Gendarmerie General Director, National Police General Director...	National elected representatives, Defense Parliamentary Committee members
Eurosatory Guests	179 (28 countries)	139	40	National Technical experts, Safety/security directors and managers, heads of Finance/Procurement/Supply Departments...
Forces	8,217 (103 countries)	6,787 from Armed Forces	1,430 for Security Forces	Including 376 generals (71 countries)

DETAIL OF 2016 OFFICIAL DELEGATIONS: REPRESENTATION PER FUNCTION AND COUNTRIES

Non-exhaustive list.

Function	Countries
Defence Ministers	Argentina, Brunei, Congo, Denmark, Gabon, Georgia, Hungary, Italy, Jordan, Korea, Macedonia, Niger, Nigeria, Slovakia
Defence Vice-ministers	Cote d'Ivoire, Croatia, Cyprus, Egypt, Equatorial Guinea, Estonia, Greece, India, Indonesia, Japan, Latvia, Qatar, Slovakia, Spain, United States
Armament National Directors and Deputy Directors	Belgium, Colombia, Denmark, Finland, India, Indonesia, Iraq, Israel, Italy, Lithuania, Norway, Pakistan, Portugal, Singapore, Togo, Vietnam
Chiefs of Staff and Branch Inspectors	Algeria, Cameroon, Ghana, Italy, Malaysia, Mongolia, Montenegro, Myanmar (Republic of), Niger, Philippines, Sweden, United Kingdom
Deputy Chiefs of Staff, Branches Inspectors, Chiefs of Staff Representatives	Australia, Bangladesh, Brazil, Guinea, Iraq, Jordan, Kuwait, Morocco, Pakistan, Slovenia, Turkey, United Nations, United States
Logistics Support Directors	Botswana, China, Croatia, Czech Republic, Djibouti, Kenya, Mauritania, Myanmar (Republic of), Nigeria, Oman (Sultanate of), Portugal, Serbia, Sweden, Ukraine
Aviation Commanders	Australia, Bangladesh, Belgium, Germany, Iraq, Lebanon, Netherlands, United Kingdom
Ministers and Vice-ministers of Interior and Security	Argentina, Guinea, Latvia, Lebanon, Mongolia, Poland, Russia
General Directors of Police/Gendarmerie and Police Logistics Support Directors	Austria, Cameroon, Czech Republic, India, Iraq, Italy, Korea, Kosovo, Malaysia, Mauritania, Poland, Senegal, South Africa, Switzerland
Directors of Border Protection	Estonia, Saudi Arabia, Slovenia, Venezuela
Directors of Civil Security and Rescue, Firefighters Directors	Bulgaria, Cambodia, Djibouti, Ecuador, Estonia, European Union, Finland, Hungary, Ireland, Luxembourg, Malta, Romania
CEO and Directors of Safety/Security	Algeria, Brazil, Germany, Indonesia, Pakistan



BUSINESS TOOLS

- Business meetings
- Exhibitors-Visitors connection services
- Business consulting
- Official Delegations
- Eurosatory Guests

- Announcement of your events during the exhibition
- Print and online catalogue
- Exhibitors conferences



- Customized invitations for your clients (e-invitations)
- Exhibitors official reception

- The Exhibitors Press & Communications Managers Directory
- Media racks
- Eurosatory Daily

FIND THE DETAILS OF THESE SERVICES ON PAGE 17

HOW TO EXHIBIT AT EUROSATORY?

- ① If you were not an exhibitor during the two last editions (2014-2016), you shall first submit an **admission request** at www.eurosatory.com/exhibiting/surfacesandstands
- ② If you were an exhibitor in 2014 or 2016, or if 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.
- ③ You will then automatically receive an acknowledgement of receipt from the organizer recapping your order.
- ④ Subject to feasibility of your stand's particular features, and after reception of the General Terms of Sales **signed**, 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 organizer will:
 - give you access to your **exhibitor space**, allowing you to prepare for the exhibition, complete your stand order and optimise your participation in the exhibition.
 - send you the **electronic version** of the Eurosatory 2018 **Exhibitor Manual** (as of summer 2017)
 - 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 January 31 2018**.



ORGANIZE YOUR EXHIBITION:

This handy brochure is available on request or may be downloaded from the www.eurosatory.com website in the "Download Documents" section (as of summer time 2017).

EUROSATORY 2018

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 (requires a specific registration).
- **Co-exhibitor:** You are “hosted” by a company (a direct exhibitor) to present your products or services on a direct exhibitor space.

➤ 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 technologic cluster:** These clusters gather exhibitors from the same industrial sector who wish enjoy the visibility provided by these clusters: the Visitor Guide, signs, orientation maps, “Experts Itineraries” (flyers for visitors downloadable from our website before the exhibition).

– **Technologic clusters:**

Intelligence
 Civil Security, crisis management and people security
 Critical infrastructures and sensitive facilities security
 Tests, measurements and engineering
 CBRNe
 Training and simulation
 UAVs & UGVs
 Embedded Electronics

- **In the Discovery village:** This area is specifically designed for companies exhibiting for the first time at Eurosatory.

2 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. Please refer to Upper floor/Mezzanine (p.9) and to the Exhibitor Manual.

– **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 2018 EUROSATORY EXHIBITION: a new layout to meet the exhibition growth!

- Three halls with wide circular aisles
- A closer Live Demonstrations area
- An «Orange Zone» in the Halls for technical rules derogations

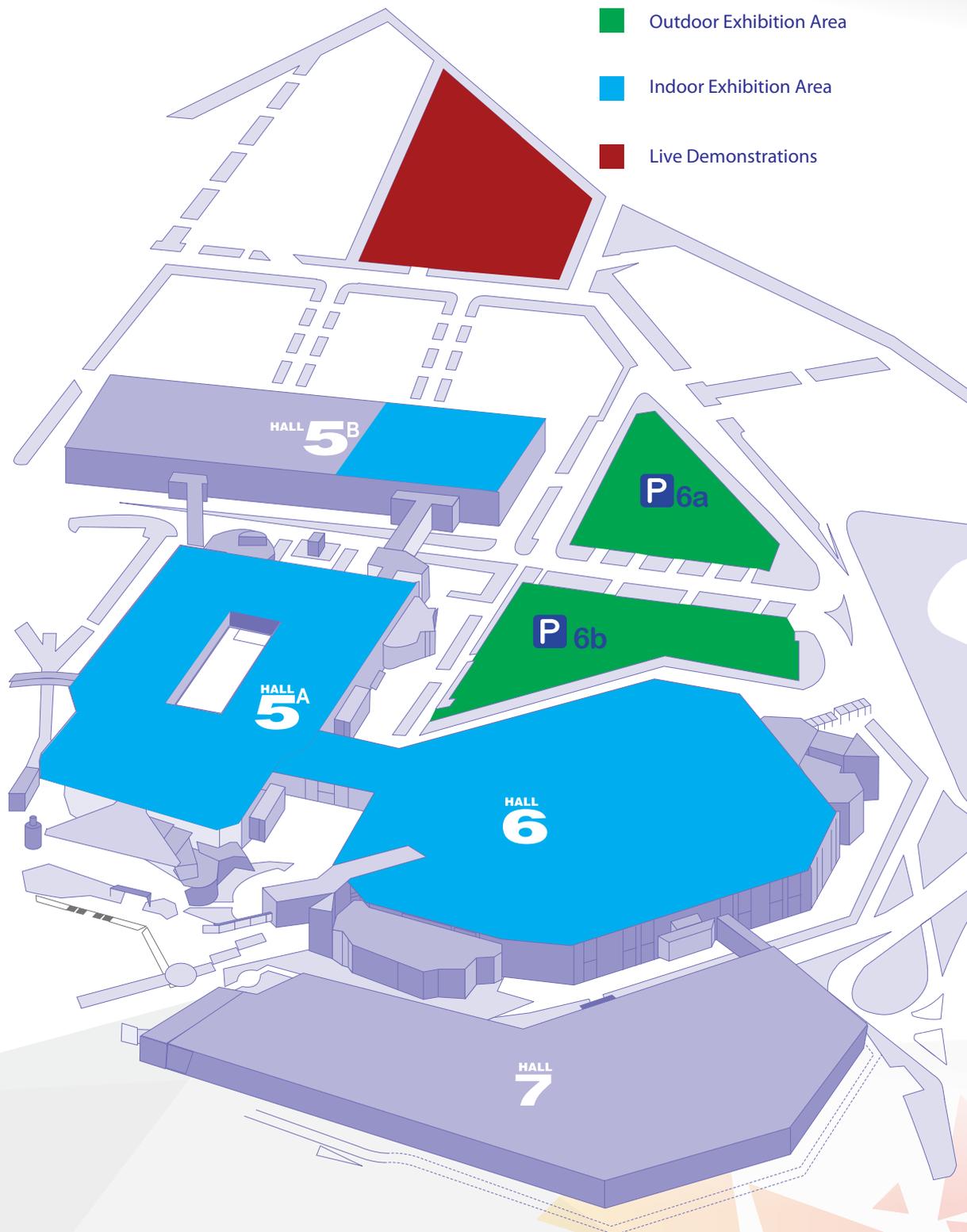


EXHIBIT INDOORS

HALL 5A, HALL 5B AND HALL 6

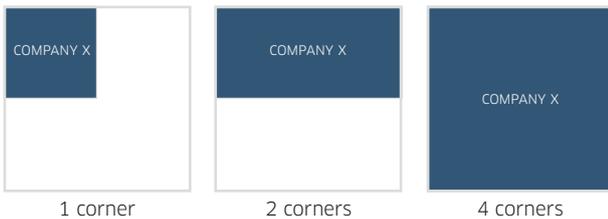
INDOOR BARE SURFACE

PRICE: €499 EX-VAT/SQM (MINIMUM-12SQM)

From 12sqm, you may reserve a bare surface area, with a corner (if available).
This stand must be built by you.

// CORNER (OPTIONAL)

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



1 corner

2 corners

4 corners

If available and only indoors.

> Price: €367 ex-VAT/corner

// MEZZANINE/UPPER FLOOR (OPTIONAL)

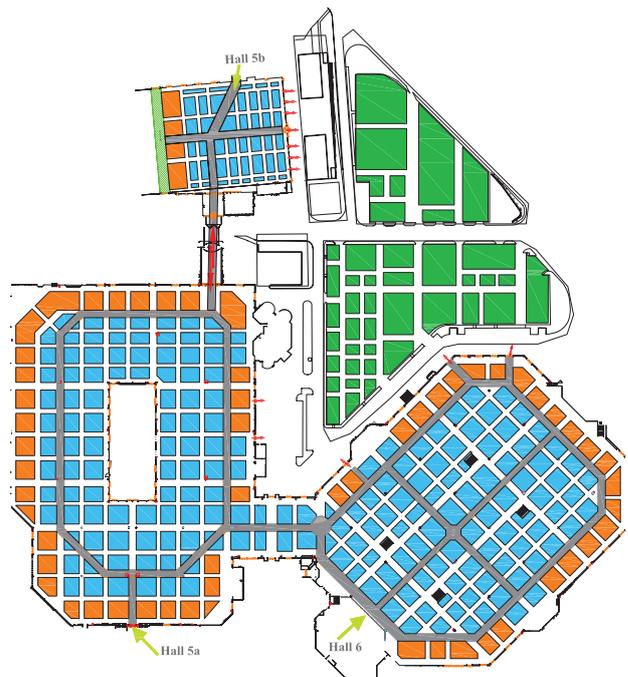
Maximum construction allowed: 20% of the total floor surface.

For all technical information please refer to the Exhibitor Manual.

> Unit price: €330 ex-VAT/sqm

Indoor surfaces in the Orange zone 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



// PARTITION WALLS, CARPET AND WOODEN FLOOR

(Optional, please refer to the price list on p.22).

// SECURITY DEPOSIT

A security deposit 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 (refer to the general terms and conditions and to the Exhibitor manual).

> Price: €26 ex-VAT/sqm



3 TYPES OF SHELL SCHEMES STANDS

Our formulas may be customised and allow you to fit out the space according to your needs and in cooperation with our team or our decorator.

The price includes the stand surface and equipment (participation package and corner excluded).

// BUSINESS SHELL SCHEME

6, 9 and 12sqm

> Price: €598 ex-VAT/sqm



>>>9sqm with corner

// PRESTIGE SHELL SCHEME

Starting from 16sqm

> Price: €730 ex-VAT/sqm



>>>16sqm with corner

// CLASSIC SHELL SCHEME

Starting from 12sqm

> Price: €650 ex-VAT/sqm



>>>12sqm with corner

Important : you will be charged for every damaged, nailed or drilled partition wall. Don't forget to pick up your material when the dismantling starts.

To install your posters, frames, please use non-invasive solutions (repositionable adhesive tape, small chains...).



BUSINESS SHELL SCHEME

PRICE: €598 EX-VAT/SQM (PARTICIPATION PACKAGE AND CORNER EXCLUDED)

This equipped stand is available in 6, 9 and 12sqm formats, with two furniture versions, lounge or office. The 6sqm modules are grouped together in the "Discovery Village" intended for new exhibiting companies at Eurosatory.



>>>9sqm Business Shell Scheme with 1 corner, office furniture

// DESCRIPTION

- Carpet colour: plum. White aluminium structure and honey-coloured wood pattern laminated partition walls (height 2.50m)
- Decorative strip plum background, on the open sides
- A LED light bar
- One exhibitor totem (height 2.50m, width 50 cm) weaved in plum
- 2 exhibitor double-sided signs with exhibitor's name printed on the top, stand number and country flag (horizontally) in white letters on a plum background
- **From 9sqm:** 1sqm lockable storage room

// ELECTRICITY (powered on from 8 am to 7 pm)

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



>>>12sqm Business Shell Scheme without corner, lounge furniture

// 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 document display, 1 wastepaper bin
- **For a 9sqm stand**
Office furniture: same as 6sqm + 1 drawer cabinet
- **For a 12sqm stand**
Office furniture: same as 9sqm + 1 document display + 1 coat rack
Lounge furniture: same as 9sqm + 1 document display + 1 coat rack

// OPTIONS

- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.22)

CLASSIC SHELL SCHEME

PRICE: €650 EX-VAT/SQM (PARTICIPATION PACKAGE AND CORNER EXCLUDED)

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



>>>12sqm Classic Shell Scheme with 1 corner

// DESCRIPTION

- Heather carpet (choice of colors)
- Modular aluminum streaked grey partition
- White gloss aluminum structure (height 2.50m)
- Storage 1sqm or 2sqm with shelves, coat pegs and lockable door
- Starting from 24sqm, 2 white wooden cloisters for meeting area

// ELECTRICITY AND LIGHTING (POWERED ON FROM 8 AM TO 7 PM)

- One 3Kw electrical power box and 6Kw starting from 21sqm
- One rail of 3 spotlights for 9sqm
- Two 3-socket units



>>>18sqm Classic Shell Scheme with discussion area and 1 corner

// SIGN

- A one-sided forex sign on a 1m height mast with exhibitor's name, on top of the storage room (total height 3.50m)
- 1 sign of 80cmx100cm on each side partition wall, with country flag, stand number and exhibitor's name

// FURNITURE

- Furniture credit of 40 euros ex-VAT/sqm insurance included, to be chosen in ALISES' catalog

// OPTIONS

- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p.22)
- High and low lockable display cabinet (to be ordered with the stand). See prices on page 22

PRESTIGE SHELL SCHEME – NEW: ALL WOOD!

PRICE: €730 EX-VAT/SQM (PARTICIPATION PACKAGE AND CORNER EXCLUDED)

16sqm minimum surface stand



>>>These Shell Scheme stand can be customized

// DESCRIPTION

- Heather carpet (choice of colors)
- White wooden partition walls (height 2.50m)
- 2sqm storage room with shelves, coat pegs, and lockable door
- 1 meeting room with white curtain and a lockable door (starting from 24sqm).

// ELECTRICITY AND LIGHTING (POWERED ON FROM 8 AM TO 7 PM)

- One 3kW electrical power box (6kW starting from 21sqm)
- Two 3-socket unit
- Low-voltage spotlights on rod

// SIGN

- Double sided logo sign on wooden canvas (height 1.50m) on top of the storage room (total height 4m)
- 1 sign of 80cmx100cm on each side partition wall, with country flag, stand number and exhibitor's name

// FURNITURE

- Furniture credit of 40 euros ex-VAT/sqm insurance included, to be chosen in ALISES' catalog

// FLORAL DECORATION

- 2 potted plants (height: 1.50m)

// OPTIONS

- **NEW!** Printed images on walls or to replace the curtain (on quotation)
- 32" or 40" or 46" LED screen and DVD player. Please refer to the price list (p. 22)
- High or low lockable display cabinet (to be ordered with the stand). See prices on page 22

EXHIBIT OUTDOORS

OUTDOOR BARE SURFACE STAND

// GROUND SURFACE STAND

You may book a minimum surface stand of 50sqm.

> Price: €234 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 (OPTIONAL)

The ground surface used for the construction of your fixed, covered and closed installations, such as modules, tents, shelters, covered terraces, etc. to receive visitors will be subject to an additional charge.

> Price: €166 ex-VAT/sqm

// UPPER FLOOR/MEZZANINE (OPTIONAL)

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 (surface) that corresponds to the built upper floor.

> Price: €154 ex-VAT/sqm

// SECURITY DEPOSIT

A security deposit 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: €26 ex-VAT/sqm

25SQM PAVILION

➤ PRICE: €11,133 EX-VAT (FOR A PAVILION EXCLUDING SURFACE STAND)

➤ OPTION SECOND GLAZED SIDE: €1,976 EX-VAT

These pavilions are delivered empty. The cost of any pavilion's modification or renting of furniture is the responsibility of the client



>>>Pavilion with one glazed side



>>>Pavilion with a second glazed side (optional)

// **PRE-EQUIPPED PAVILION** (OPTIONAL)

- 25sqm pavilion + carpet + indoor partition walls with cotton flock fabric + white velum ceiling + 6kW installation

> **Price: €12,975 ex-VAT/unit** (Excluding surface stand)

// **PAVILION SECURITY DEPOSIT**

> **Price: €830 ex-VAT**

// **FULLY FITTED PAVILION** (OPTIONAL)

- 25sqm pre-equipped pavilion + furniture

> **Price: €14,168 ex-VAT/unit** (Excluding surface stand)

72SQM RECEPTION CHALET

➤ **PRICE: €17,994 EX-VAT** (FOR A CHALET EXCLUDING SURFACE STAND)

➤ **PRICE FOR 2 LEVELS CHALET AND SPECIFIC LAYOUT:
CONTACT US**



>>>Standard 72sqm chalet



>>>Two-storey chalet with garden

This chalet is designed for receptions and restoration, or for small equipment display. This indoor surface area is 72sqm and these chalets may be fitted with kitchen and toilet facilities and an (optional) surface convertible in garden.

// **CHALET SECURITY DEPOSIT**

> **Price: €3,600 ex-VAT** (Per 72sqm module)



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.19)
- E-invitations (customisable) (p.19)
- Exhibitors' badges/Company Visitors' badges*
- Catalogue entry (printed and online versions) freely distributed at the exhibition and printed in 15,000 copies, a true reference for two years:
 - presentation of your company and your products
 - company name and contact information
 - 7 lines of text in French and/or in English
 - 3 pictures + 5 lines of text
- A press service and use of Press/Media racks to target your communication on the media of your choice (p.20)

➤ « Business » tools

- Business Meetings (p.17)
- Exhibitors-Visitors Connection Service (p.17)
- Business consulting (p.18)

➤ Activities

- Access to Exhibitor Conferences (p.19)
- Access to conferences organised by COGES (p.19)
- Official exhibitor reception (p.19)

➤ 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 22.

** Exhibiting Company members who are not involved in stand management are provided with Company Visitor Badges. Their quantity is unlimited. Access times to the exhibition are the same as Exhibitors times.*



DEVELOP YOUR BUSINESS

DEFENCE AND SECURITY BUSINESS MEETINGS

➤ MAKE YOUR PARTICIPATION IN THE EXHIBITION PROFITABLE BY MULTIPLYING BUSINESS CONTACTS

This service allows you to detect potential buyers and develop new leads for cooperation with French and foreign partners by scheduling meetings prior to the exhibition. 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 Proximum.

In 2016, 338 exhibitors from 42 countries attended 996 meetings.

Who is the service for?

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

> Price: Service included in the Exhibitor Package

THE EXHIBITORS-VISITORS CONNECTION SERVICE

➤ EXPAND YOUR PROFESSIONAL NETWORK

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. Exhibitors registering for this service agree to reply to all requests.

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.

> 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 2018. 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 2016, 212 Official Delegations (OD) from 94 countries (821 VIPs) met the exhibitors at the event. Eurosatory is the Land and Airland Defence and Security tradeshow that welcomes the largest number of Official Delegations in the world.

Who may receive an OD visit?

All companies exhibiting in an indoor min. 30sqm or outdoor min. 60sqm may fill in an online dedicated form. Visit programmes are predefined according to Official Delegations and exhibitors expressed wishes. In fine, Heads of OD decide their real programme.

> **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 international 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 companies developing projects to export to one of these countries. In 2016, 12 consultants were available to provide companies with expertise in development and exports in determined geographic areas (Latin America, India, Middle East, Eastern Europe and Russia, Central Asia, North America) or on technical issues (offsets, export control, insurances, re-market capitalisation,...).

EUROSATORY GUEST

Eurosatory Guests are invited by the Chairman on the exhibition. Their role within the armed and security forces and the procurement departments of these organisations are vital to their authorities' decision-making process.

(Examples: Directors for safety/security in private companies, Programme Executive Officers, Programme Managers, Heads of testing centers, national technical experts, Chief Finance Officers,...)

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.

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



The consultants are sworn to professional secrecy with regard to all information discussed at these meetings.

Who is this service for?

Exhibiting companies wishing to develop business abroad.

> **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 20 minute or 45 minute slot, in an open space designed to welcome 50 to 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?

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.

> **Price per conference: by quotation**

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 the service for?

Exhibitors, visitors and the media.

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

EXPAND YOUR PROFESSIONAL NETWORK

➤ INVITE YOUR CLIENTS AND PROSPECTS TO THE EXHIBITION

When an exhibitor wishes to invite a contact and potential client, he may order professional invitations cards.

He can use also customisable and easy-to-use French or English e-invitations on his online personal section. These invitations can be sent to his 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.

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

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 the 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.

> **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)**

COMMUNICATE WITH MEDIA

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 400 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.

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

YOUR EVENTS DURING THE EXHIBITION

➤ Boost your reputation on the international scene

Eurosatory is THE international event to discover innovations in the Defence and Security fields. In 2016, all the attending media have been informed about exhibitors events.

Who is this communication tool for?

Company may inquire at the press centre to receive information about how to attract journalists for their dedicated events. The information you provide will only be disclosed to the media on the date you choose.

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



THE INTERNATIONAL PRESS CENTRE & PRESS/MEDIA RACKS

➤ Benefit from international press coverage

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

All accredited media have access to information dropped in advance by exhibitors – press releases / press kits.

Who is this service for?

All communication managers of exhibiting companies.

> **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. Each issue is also fully available on the IHS Jane's and Eurosatory websites as well as on the Eurosatory application.

News Online: The Official web partner Army Recognition posts information (online) before and during the exhibition, information about event and exhibitors. During the exhibition, it reports about all exhibitor events, new products and innovations.

Who is this service for?

All exhibiting companies.

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

THE EUROSATORY 2018 CATALOGUE

The Eurosatory exhibition catalogue is available at each exhibition in a printed version (15,000 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 catalogue also gives you the possibility to increase your visibility by subscribing to pay-offer (advertising pages, your company logo,...). For more information, please, refer to the sponsoring brochure or contact j.disanto@cogesevents.com.

In addition to the paper catalogue, an online module is developed, presenting the information about your company you previously provided. The online version offers an interactive map of the show. Thus, a visitor can easily locate booths, prepare his visit and contact exhibitors.

The Eurosatory catalogue remains available for two years and is the reference for buyers working in the Land & Airland Defence and Security sectors.

> Price: Service included in the Exhibitor Package. Please refer to the price list (p.16).

PRICES

Possible options	Unit	Unit Price ex-VAT	Amount	Total ex-VAT
INDOOR SURFACE AREA				
Indoor bare area (min. 12sqm)	Price/sqm	€499		
6sqm "BUSINESS" stand in the Discovery Village - OFFICE option	Price/sqm	€598		
6sqm "BUSINESS" stand in the Discovery Village - LOUNGE option	Price/sqm	€598		
9sqm or 12sqm "BUSINESS" stand - OFFICE option	Price/sqm	€598		
9sqm or 12sqm "BUSINESS" stand - LOUNGE option	Price/sqm	€598		
"CLASSIC" stand (min. 12sqm)	Price/sqm	€650		
"PRESTIGE" stand (min. 16sqm)	Price/sqm	€730		
INDOOR SURFACE AREA OPTIONS				
Corner (indoor surface area only)	Unit price	€367		
Carpet - per sqm	Price/sqm	€16		
Floor - per sqm	Price/sqm	€25		
Flock cotton partition (height 2.50m)	Price/linear metre	€123		
Upper floor surface area / Mezzanine indoors	Price/sqm	€330		
32" LED screen - on totem stand (for fitted stands only)	Unit price	€425		
40" LED screen - on totem stand (for fitted stands only)	Unit price	€518		
46" LED screen - on totem stand or on base (for fitted stands only)	Unit price	€568		
Multi format DVD player (for fitted stands only)	Unit price	€80		
Horizontal showcase with lighting (for fitted stands only)	Unit price	€225		
Vertical showcase with lighting (for fitted stands only)	Unit price	€335		
PARTICIPATION PACKAGES - Compulsory				
Direct Exhibitor Package - indoor area up to 8sqm	Set price	€518		
Direct Exhibitor Package - indoor area 9 to 30sqm	Set price	€913		
Direct Exhibitor Package - indoor area 31 to 60sqm	Set price	€1 047		
Direct Exhibitor Package - indoor area 61 to 100sqm	Set price	€1 607		
Direct Exhibitor Package - indoor area 101 to 250sqm	Set price	€2 704		
Direct Exhibitor Package - indoor area 251 to 500sqm	Set price	€3 562		
Direct Exhibitor Package - indoor area +500sqm	Set price	€6 430		
Participation package per Co-exhibitor	Set price	€875		
Participation package per Co-exhibitor (more than 5 co-exhibitors)	Unit price	€665		
OUTDOOR SURFACE AREA				
Outdoor bare area (min. 50sqm)	Price/sqm	€234		
OUTDOOR SURFACE AREA OPTIONS				
Coverage	Price/sqm	€166		
Upper floor surface and area outdoors/mezzanine	Price/sqm	€154		
Bare pavilion 25sqm (surface area not included)	Unit price	€11 133		
Optional 2nd glass wall	Unit price	€1 976		
Pre-equipped pavilion 25sqm - with furniture (surface area not included)	Unit price	€12 975		
Fully fitted pavilion 25sqm - with furniture (surface area not included)	Unit price	€14 168		
Bare chalet (72sqm) (surface area not included)	Unit price	€17 994		
Two-floor bare chalet (surface area not included)	Unit price	On quotation		

Possible options	Unit	Unit Price ex-VAT	Amount	Total ex-VAT
PARTICIPATION PACKAGES - Compulsory				
Direct Exhibitor Package - outdoor area 50 to 60sqm	Set price	€670		
Direct Exhibitor Package - outdoor area 61 to 100sqm	Set price	€1 072		
Direct Exhibitor Package - outdoor area 101 to 300sqm	Set price	€1 622		
Direct Exhibitor Package - outdoor area 301 to 500sqm	Set price	€5 138		
Direct Exhibitor Package - outdoor area +500sqm	Set price	€7 708		
Participation Package per Co-exhibitor	Set price	€875		
Participation Package per Co-Exhibitor (more than 5 co-exhibitors.)	Unit price	€665		
SECURITY DEPOSIT				
Security deposit (surface greater than 50sqm indoors and outdoors)	Price/sqm	€26		
Security deposit per pavilion (ex-VAT)	Unit price	€830		
Security deposit per chalet (ex-VAT)	Unit price	€3 600		
OTHER SERVICES AT THE EXHIBITION				
Exhibitor conferences (20 or 45 minutes slot)	Set price	On quotation		
New products launches	Set price	On quotation		
OFFICIAL RECEPTION - TUESDAY 14 JUNE 2018				
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
- 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.

TOOLS AT YOUR DISPOSAL

- Exhibitor Manual – downloadable online
- Website www.eurosatory.com
- Leaflet "Organize your exhibition!"
- General Terms of Sale
- Stands Guide

A TEAM TO MEET (ANSWER TO) YOUR NEEDS

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2018

EUROSATORY

11 - 15 JUNE 2018 / 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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