



15 & 16 sept. 2010
at Bordeaux-Mérignac Aéroport



PARTICIPATION PACKAGES

www.uavshow-europe.com
www.technowest.com



The UAV Show EUROPE Business exhibition is cofinanced by the European Union.
Europe makes a commitment in the Aquitaine region with the European Regional Development Fund (ERDF).

UAV Show Europe

Centre de Service Bordeaux-Technowest Aéroparc
33700 Mérignac France

With prospects on military and civil markets looking most promising, development of the UAV sector in Europe and around the world is set to be a key issue in coming years, both for aerospace and defence companies and for all the SMEs that work with them.

Aquitaine is home a highly attractive region for this **emerging sector** that is currently **taking shape**. On the strength of this existing fabric (major groups and innovative SMEs, research centres, aeronautic service centres, UAV testing sites...) the ambition is to make the region a key UAV Cluster in Europe.

SEVERAL OBJECTIVES FOR THIS FIRST EDITION:

- Consolidate existing skills
- Attract new companies and enhance the existing cluster
- Promote start-ups in the sector
- Foster and accelerate sales growth in the sector

THE FORMAT

UAV SHOW EUROPE is a business gathering for all stakeholders in UAVs, with the objective of bringing together supply and demand on this market. The programme for these two days includes:

- Pre-scheduled business appointments
- UAV dynamic demonstrations
- Conferences and workshops
- A gala evening

A FLIGHT TEST ZONE

Throughout the two days of the event, UAV Show is offering access to the first civilian test flight zone in France, thanks to its partnership with the French Army's Souge Camp!

WHO FOR?

- Service and skills providers (major groups, SMEs, component manufacturers, software companies, etc...)
- Opinion leaders (insurers, security company groupings, etc...)
- Potential buyers (water and electricity supply network holders, emergency services, fire departments, etc...)
- Over 50 exhibitors and 100 to 150 clients from France and abroad are expected (major groups, domestic and international players)

WHAT ARE THE ADVANTAGES FOR YOUR COMPANY?

- Establish ties with your future clients, suppliers and partners
- Save time by meeting the main players in the sector, all in the same place in the space of just two days, through business appointments with pre-qualified, scheduled contacts
- Share experience through conferences, workshops and informal gatherings
- Enjoy the opportunity to take part in or organise demonstration flights with scenarios of your choice

YOU CAN:

- Hold demonstrations
- Demonstrate the efficiency of your systems
- Present several scenarios
- See other systems in action

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To reserve your exhibition area directly on the online enrolment platform:
www.uavshow-europe.com > "Partner enrolments"

NB: The prices indicated are not subject to VAT

Download the packages recap on
www.uavshow-europe.com

HOW TO TAKE PART

1- THE PREMIUM PACKAGE... to guarantee a high profile

YOUR PACKAGE

- **A booth in the business convention centre.**

Partitioned 12m² area, carpeted and equipped (2 tables and 4 chairs), banner, 3KW electricity supply.
Booths allocated on the basis of the final number reserved and by order of receipt of the firm bookings.

- **An online platform to optimise business meetings opportunities:**

- Enrolled visitors state their wishes for appointments with the enrolled partners.
- You choose to accept or reject their requests.
- You receive a personalised schedule a few days before the event.

- **Participation in a conference on themes proposed by the organisers**

- **Access to the demonstration module** (organisation or participation).

- **Access to the VIP area** to hold informal meetings in complete confidentiality.

- **10 free lunches.**

- **5 tickets to the gala night.**

YOUR VISIBILITY

- **Your logo featured on all communication materials** for the event (except press ads under 300mm).

- **A four-colour page** in the Sector Guide.

- **Included in the partners index** in the Sector Guide (1 page about your organisation).

- **Your name and booth number** identified on the show plan.

- **300 personalised invitation cards** (1 colour) to invite your core targets.

- **Insertion of an A4 ID sheet** presenting your company in the Press File.

- **Participation in press conferences.**

- **Your logo featured on press releases.**

YOUR ADVANTAGES

- Establish your position as a key player in the sector.
- Choose the contacts you want to meet for your business appointments.
- Promote your expertise in conferences.
- Enjoy good visibility in all communication materials nationally and internationally.
- Possibility to organise demonstration flights nearby.

RATE

€15,000*

2- THE EXHIBITOR PACKAGE... to be visible on site

YOUR PACKAGE

- **Use of a booth for your business appointments during the event.**
Partitioned 6m² or 12m² area, carpeted and furnished (1 table, 2 chairs), banner, 1.5KW electricity supply.
** Areas allocated on the basis of the final number reserved and by order of receipt of the firm bookings.*
- **An online platform to optimise appointment opportunities:**
 - Enrolled visitors state their wishes for appointments with the enrolled partners.
 - You choose to accept or reject the requests.
 - You receive a personalised schedule a few days before the event.
- **Access to the demonstration module** (organisation or participation).
- **3 free lunches.**
- **1 ticket to the gala evening.**

YOUR VISIBILITY

- **Included in the partners index** in the Sector Guide (1/2 page about your organisation).
- Your **name and booth n°** identified on the show plan.

YOUR ADVANTAGES

- Choose the contacts you want to meet for your business appointments.
- Possibility to organise demonstration flights nearby.
- Save time and gain in efficiency to meet your future partners.

RATE

- Exhibitors from Aquitaine not in Aquitaine Village⁽¹⁾ : 6m² : €800* 12m² : €1,000*

- Exhibitors from outside Aquitaine: 6m² : €1,000* 12m² : €1,500*

- Exhibitors are required to take out **Civil Liability and Full Exhibitor Risk insurance cover.**

Mandatory insurance €95*

- **For Aquitaine Village (start-ups, support organisations, Aquitaine research centres...), contact the organisers.**

** Prices not subject to VAT*

⁽¹⁾ Aquitaine Village : area reserved for start-ups, support organisations, Aquitaine research centers etc.

4- THE CONFERENCE PACKAGE... turn the spotlight on your expertise

YOUR PACKAGE

- **You sponsor a 1-hour conference** on a theme chosen from among those proposed by the organisation committee, and take part in it.
- **Supply of a fully-equipped, 40-seat conference area.**
(screen, OHP, sound system, 3-seat stage) **Times allocated by order of arrival of firm bookings.*
- **1 free lunch.**

YOUR VISIBILITY

- **Your sponsorship is advertised** in the event programme, visitor guide and website.
- **Your logo is displayed in the conference area.**

3 - THE PLUS PACKAGE... for enhanced visibility on site

YOUR PACKAGE

- **A booth in the business convention centre.**

Partitioned 12m² area, carpeted and equipped (2 tables and 4 chairs), banner, 3KW electricity supply.
Areas allocated on the basis of the final number reserved and by order of receipt of the firm bookings.

- **An online platform to optimise appointment opportunities:**

- Enrolled visitors state their wishes for appointments with the enrolled partners.
- You choose to accept or reject the requests.
- You receive a personalised schedule a few days before the event.

- **Participation in a conference on the themes proposed by the organisers**

- **Access to the demonstration module** (organisation or participation).

- **Access to the VIP area** to organise informal meetings in all confidentiality.

- **5 free lunches.**

- **2 tickets for the gala evening.**

YOUR VISIBILITY

- **Your logo featured on the show programme and website.**

- **A four-colour page** in the Sector Guide.

- **Included in the partners index** in the Sector Guide (1 page about your organisation).

- **Your name and booth n°** identified on the show plan.

YOUR ADVANTAGES

- Choose the contacts you want to meet for your business appointments.
- Promote your expertise in workshops and conferences.
- Possibility to organise demonstration flights nearby.
- Enjoy better visibility in the Sector Guide.

RATE

€7,500*

YOUR ADVANTAGES

- Promote your expertise.
- An open, welcoming area to encourage exchanges and debate.

€1,000*

RATE

* Prices not subject to VAT

ADVERTISING PACKAGES

...put the finishing touch to your presence

THE SECTOR GUIDE**

- Distributed during the Forum and on the Memory Stick handed out to participants.
- Outside back cover, four-colour, format 15L x 21H cm €2,000*
- Inside pages, four-colour, format 15L x 21H cm €1,500*

THE ADVANCE PROGRAMME**

- Document published (10,000 copies) and distributed 3 months before the show by mailing and by all the partners.
- Outside back cover, four-colour, format 15L x 21H cm €3,000*
- Inside pages, four-colour, format 15L x 21H cm €2,000*

WEBSITE

- Homepage e-partnership €2,000*
 - Partner logo on the homepage, repeated on other pages.
 - Publication on the site of a 150-character text supplied by the partner.
 - Link to the partner website, to the page of their choice.
- Programme page sponsor (banner) €1,500*
 - The banner is animated and features at the top of the must-see page on the site (supply logo and slogan) with a link to the partner's site.
- Theme page sponsor €1,000*
 - The banner is animated and features at the top of the page (supply logo and slogan) with a link to the partner's site.

PROMOTIONAL ITEMS

- Badge lanyards €2,500*
 - Insertion of the partner logo and/or web address on all the lanyards distributed with the access badges.

E-MAILING CAMPAIGN (minimum of 4 e-mailings to selected targets)

- E-mailing sponsor €1,000*
 - Insertion of a banner (480 x 600 pixels) with a link to the partner's site.

PERSONALISED INVITATION CARDS

- Printing and delivery of 300 copies of the invitation €250*
 - Back to back, 1-colour personalisation inside

TECHNICAL COSTS FOR 1 PAGE 4-COLOUR

- Programme: 1 page 4-colour 15L X 21H cm €280*
 - Creation and engraving of the ad, layout, logo, text and images supplied by the partner.
- Visitor Guide: 1 page 4-colour 15L X 21H cm €280*
 - Creation and engraving of the ad, layout, logo, text and images supplied by the partner.

* Prices not subject to VAT

** Technical items for ads must be supplied by advertisers on digital media (PDF High Definition format) with a colour proof **before May 15th for the programme and by 30/07/2010 for the guide.**