

INTERNATIONAL EXHIBITION



2012

EUROSATORY

11 - 15 JUNE 2012 / PARIS

LAND SECURITY & DEFENCE

The best opportunity
to boost your business

2012 TARIFF

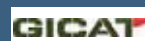
► *BOOK NOW:*

www.eurosatory.com

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)

► 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.

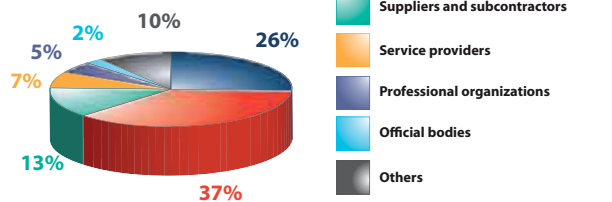
Exhibitors and visitors confirm this trend since 2008: today **30%** of exhibitors and **40%** of visitors are involved in the security field.



Join the major players in Defence & Security in 2012

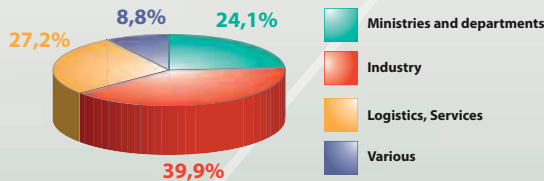
Who exhibit?

Exhibitors' profile

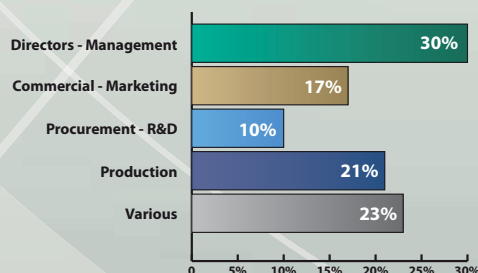


Who visit?

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 12m²): **Create your stand according to your image**

Price: **415 €/m²**

Upper floor surface: 280 €/m² (maximum authorised: 20% of the total surface built at ground level)

Options available:

Corner: **315 €/corner**, floor: **21 €/m²**, carpet: **13 €/m²**, 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 9m²: Exhibit at lowest cost**

Price: **498 €/m²**

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 6m²
without corner, with lounge furnishing
and pedestal-mounted LCD option



BUSINESS 9m²
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 €/m²** (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 12m² and in multiples of 3m²

Price: **540 €/m²**

CLASSIQUE 12m²
without corner, and
optional LCD screen

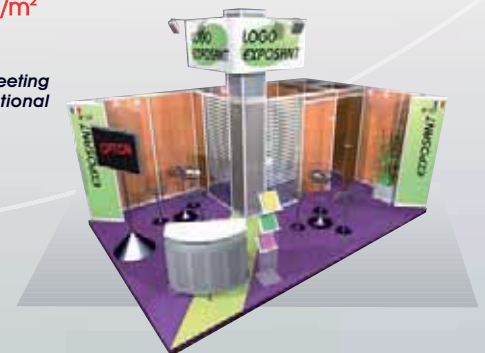


● **PRESTIGE: High visibility guaranteed**

From 12m² and in multiples of 3m²

Price: **603 €/m²**

PRESTIGE 24 m²
with corner, meeting
area and optional
LCD screen

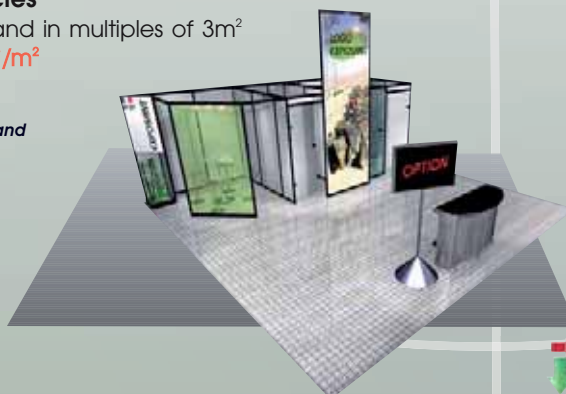


● **EXPERT: Stand for presentation of large products or small vehicles**

From 36m² and in multiples of 3m²

Price: **570 €/m²**

EXPERT 36 m²
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 ²	435 €	50 – 60m ²	550 €
10 – 30m ²	765 €	61 – 100m ²	885 €
31 – 60m ²	875 €	101 – 300m ²	1,350 € -10%
61 – 100m ²	1,350 € -10%	> 300m ²	4,400 €
101 – 500m ²	3,200 € -14%		
>500m ²	5,400 €		
Co-exhibitor	800 € -20%	Co-exhibitor	800 € -20%
+ than 5 Co-exhibitor	600 €	+ than 5 Co-exhibitor	600 €

All prices are in euros, excluding VAT

OUTDOOR EXHIBITORS

▶ BARE SURFACE (minimum 50m²): Create your stand according to your image

Price: 190 €/m²

Covered area: 140 €/m² for construction of fixed, covered and closed installations, use of modules, tent, shelter, covered terrace, etc. to receive visitors

Upper floor: 130 €/m² (maximum authorised: 20% of the total surface built at ground level)

PAVILION 25m²
shown with
2 glass walls



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▶ OPTIONS :

• PAVILION 25m²

Enjoy a modern, convivial space

Bare pavilion: 9,350 €

Pre-equipped pavilion: 10,900 €

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

Option 2nd glass wall: 1,660 €

The price of the surface area (minimum 50m²) 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 72m², can be equipped with kitchen and toilet facilities

Outdoor area 54m², 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 (400m² 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 / 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
www.advbe.com
www.bciaerospace.com



European Defense Meetings
23-24 November 2011 Bordeaux - France

Contact & Registration:

Thomas GAYRAUD
Tel: +33 1 41 86 49 18
tgayraud@advbe.com
www.advbe.com
www.bciaerospace.com

► 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

Sarah Nicolas: International Sales Manager - Northern and Eastern Europe, Russia, Asia, Turkey
s.nicolas@eurosatory.com

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

Adrien Lemoine: France Sales Manager - 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



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