

3- PUBLICIZE YOUR PRESENCE AT THE TRADE SHOW

Stand out at the trade show: Increase traffic to your stand!

11,000 project owners are expected at GRAPHITEC-CONVERTEC. Take advantage of this abundance of users, clients and prospects to win them over to you!

SOLE SPONSORS

SPONSORING OF THE VIP/PRESS CLUB

€10,500 EXCL VAT

A fantastic environment with an ultra-targeted population!

Put quality of welcome at the centre of your communications and offer major sector players, your clients and partners a friendly and professional reception.

The VIP & PRESS Club is a special area for journalists and visitors carrying a VIP badge.

This comfortable area allows visitors to welcome their clients in an environment conducive to discussion.

■ The VIP target:

Key account decision-makers and all the exhibitor partners.

- VIPs of the sponsor
- VIPs of exhibitors
- VIPs of the organizer (institutional investors, etc)
- Journalists

■ The VIP/Press Club:

At the core of the event, this enjoys unrivalled exposure.

Sponsoring of the VIP/Press Club is a "turnkey" package including:

- Fitting and layout according to our proposal
- A reception attendant, a host
- Champagne, soft drinks and canapés
- Your logo at the entrance to the Club and in the VIP Club

Panels and POS advertising supplied by the sponsor may be installed within the VIP Club.

■ Promotion of the sponsoring:

Your company name will be mentioned on **all communications media publicizing the VIP Club:**

- the Official Catalogue,
- the website,
- maps of the trade show,
- signposting to the VIP/Press Club.

Deadline: April 3rd, 2009

THE OFFICIAL BAG**€2800 EXCL VAT**

10,000 bags distributed over the four days of the trade show, to all visitors, journalists and VIPs.

Both sides of the bag will be reserved for your company's colors. This means your image will be promoted by all visitors, both within the trade show and outside it.

To be supplied by you, with final approved design to be submitted to the organizer.

i Official bag
See page 17 for technical details

Deadline: April 3rd, 2009**THE BADGE-HOLDER LANYARD****€2800 EXCL VAT**

Practical and worn by all visitors, VIPs and journalists, the badge-holder lanyard promotes your image around the whole trade show. 10,000 lanyards are distributed at the entrance.

To be supplied by you, with final approved design to be submitted to the organizer.

i Badge-holder lanyard
See page 17 for technical details

Deadline: April 3rd, 2009**OTHER PRODUCTS PROVIDING EXPOSURE****DISTRIBUTION AT THE ENTRANCE TO THE TRADE SHOW****€3200 EXCL VAT****Offer limited to two advertisers!**

Pen, flyer or other promotional object. Communicate in an unusual way! Arouse interest from the entrance and increase the number of visits to your stand.

i Distribution at the entrance
See page 17 for technical details

Deadline: April 3rd, 2009**FLOOR TILES****€695 EXCL VAT****Offer limited to two advertisers!**

Provide visitors with a guide leading to your stand!
Batch of three PVC floor tiles, fitted to the trade show's carpet (1mx1m). Including your logo and your stand number, they are spread around the whole trade show.

Design to be supplied, tiles produced by the organizer.

i Logo
See page 17 for technical details

Deadline: April 3rd, 2009**THE ADVERTISING BOARD AT THE VISITORS' ENTRANCE****€995 EXCL VAT**

The visitors' entrance is a great place to communicate your image and stand out from the outset, as visitors arrive at the trade show.

Design to be supplied, panel produced by the organizer.

i Advertising board
See page 17 for technical details

Deadline: April 3rd, 2009

4- COMMUNICATE VIA THE INTERNET

The best medium for reaching your targets!

The top tool for making contact with decision-makers, the event's website is the unbeatable media to reach your targets!

BANNER ON THE TRADE SHOW'S WEBSITE

€1500 EXCL VAT

Exclusive – A single advertiser for the whole website!

Publicize yourself as the only advertiser on all of the website's pages!

Take advantage of this maximum exposure to announce your attendance at the trade show:

www.graphitec.com more than 79,000 visits in 2006)

Deadline: May 15th, 2009

i Banner on the Website

See page 17 for technical details

E-NEWSLETTER SPONSOR

€850 EXCL VAT

Take advantage of the comprehensive campaign of e-newsletters sent out before the trade show, to more than 25,000 qualified contacts. A permanent link to future visitors, they pass on all the trade show news and allow badges to the trade show to be requested.

Sponsor one of the e-newsletters by inserting a banner, in the knowledge you will be seen and noticed by future visitors, who will be sure to come and meet you!

i Banner on e-news

See page 17 for technical details

Deadline: May 15th, 2009

HYPERLINK IN THE EXHIBITORS' LIST

€190 EXCL VAT

The Exhibitors' List is the most visited page on the website. **Stand out and present your offer to future visitors**, by placing a direct link to your website!

Deadline: May 15th, 2009