



INTERNATIONAL DEFENCE WEEK
LAND + AIRLAND + SECURITY

2012

EUROSATORY

Join the Global Business
Defence & Security Community



EXHIBITION
11 - 15 JUNE 2012 / PARIS

www.eurosatory.com

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LEADER

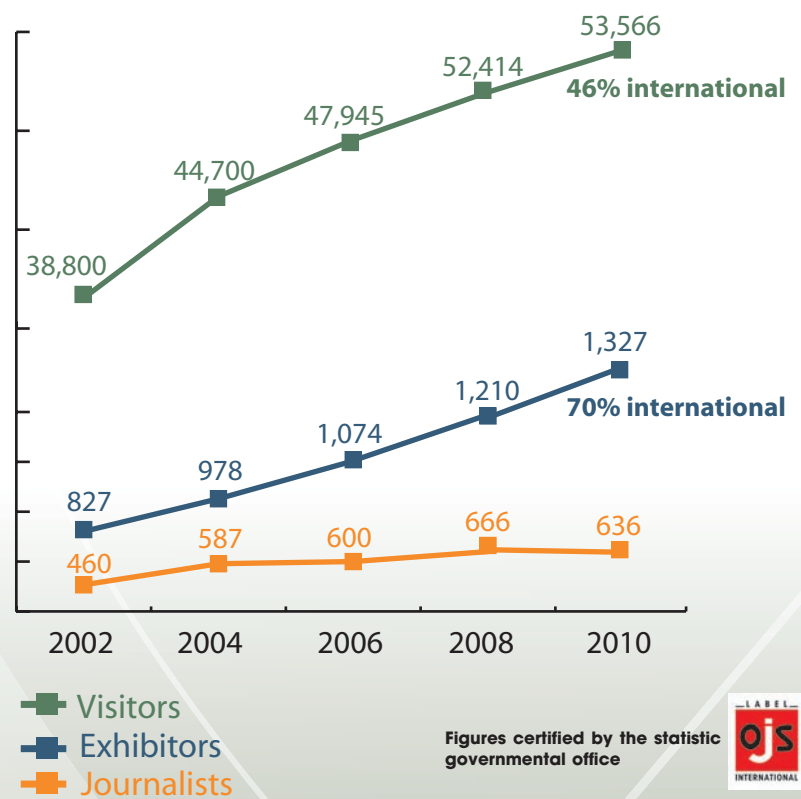


Eurosatory: The only international exhibition 100% dedicated to Land and Airland Defence and Security

In response to evolving markets and requirements for equipment and systems for land forces and security agencies (Police, Gendarmerie), Eurosatory is placing special emphasis on the security domain: 1/3 of exhibitors in 2010 identified themselves as belonging to this sector.



Continuous growth and international representation



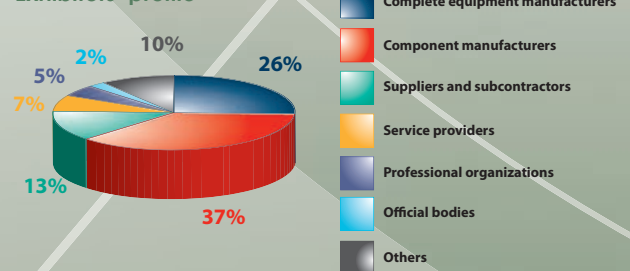
The major players in defence and security gather at Eurosatory for five days in Paris

- All the world-ranked prime contractors
- More than 1,300 exhibitors from 54 countries, including 70% international
- 70% SMEs and micro-enterprises of international standing
- More than 1,500 major weapon systems and equipment
- 54,000 professional visitors from 130 countries including 46% international

Impact of Eurosatory

- Acquire international visibility and reinforce your brand image on the world scene
- Position yourself on the defence and security markets
- Launch and present your products: in 2010, 350 companies chose Eurosatory to present their new products

Exhibitors' profile



BUSINESS



A professional exhibition, entirely business-oriented

▶ Gain access to world markets

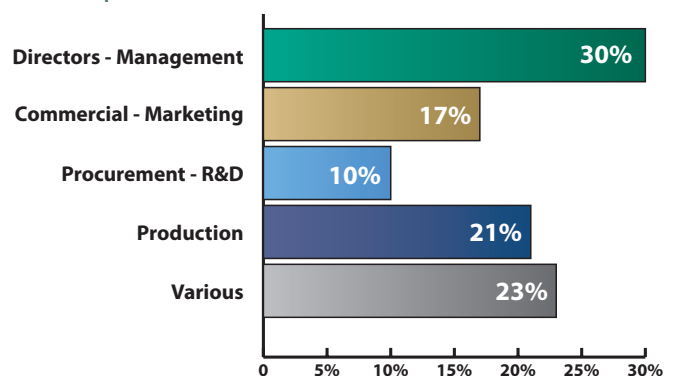
108 countries present to equip their defence and security forces
1/3 of visitors declare they are involved in procurement processes

▶ Meet visitors with strong business potential

- Decision makers
- Procurement advisors
- Consultants
- Buyers
- Users from the armed forces and security agencies
- National armament directors (NADs)
- International organisations: NATO, EU, UN

76% of visitors declare they are looking for new products, sub-assemblies and weapon systems, as well as appreciating new technologies

Visitors' positions



▶ An exceptional concentration of high-level decision-makers and experts

In 2010:

- 3,790 visitors were company's **chairmen or CEOs**
- 268 **operational experts and programme directors** from 36 countries
- 7,740 **members of the armed forces and security agencies** from 108 countries, including 491 generals
- 126 **official delegations** from 74 countries confirm the importance of the exhibition from a governmental viewpoint

▶ Use business leverage

- Defence and security BtoB meetings
- Advisors on international development strategy
- Online service to put exhibitors and visitors in touch

65% of exhibitors in 2008 came back in 2010

EXHIBIT



Take advantage of the possibilities offered by Eurosatory, showcase your equipment

▶ Exhibit: a solution for every budget

- **Indoors**

Stands: rough bottom price, turnkey or tailored to your requirements
From 6m² to 1,000m² according to your needs

- **Outdoors**

Bare surface: from 50m² to 4,000m² for a full-scale display of your entire product range at reduced cost

- **Indoors and outdoors**

Bare surface to highlight your own corporate identity

Exhibit either individually or with co-exhibitors, in national pavilions, clusters, chambers of commerce or in theme-oriented areas

▶ Take part in static and live demonstrations

Take advantage of static or live demonstrations to promote your equipment and weapon systems in an appropriate operational setting and strengthen your visibility.

Indoors: ground robots and micro-UAVs

Outdoors: equipment and systems, rotary wing UAVs and all types of vehicles

Expected more than 5,000 spectators, official guests and media

▶ Personalised support

From initial preparations through to the end of the exhibition, the Eurosatory team and its worldwide network of agents can support you and help you find the best solutions.

Around 100 partners have been selected to facilitate your logistics preparations (transportation, accommodation, stand decoration, VAT claims, Concierge, etc.).

Examples of 2010 prices

For information only

- **Shell scheme**

Level 1 (basic) 6m²: **3,290 € excl.-VAT**

Level 2 (personalised) 20m²: **12,335 € excl.-VAT**

- **Bare surface**

Indoors 20m²: **8,715 € excl.-VAT**

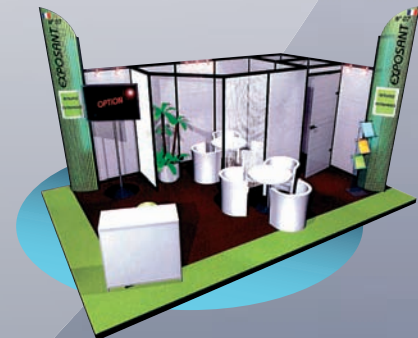
Outdoors 50m²: **9,530 € excl.-VAT**

(does not include stand construction and electrical equipment)

Level 1 stand, 6m²
shown without corner, with
furniture and optional LCD



Level 2 stand, 20m²
shown with corner, furniture
and optional LCD



Registration fees included

Eurosatory 2012 prices will be included in the brochure published in February 2011

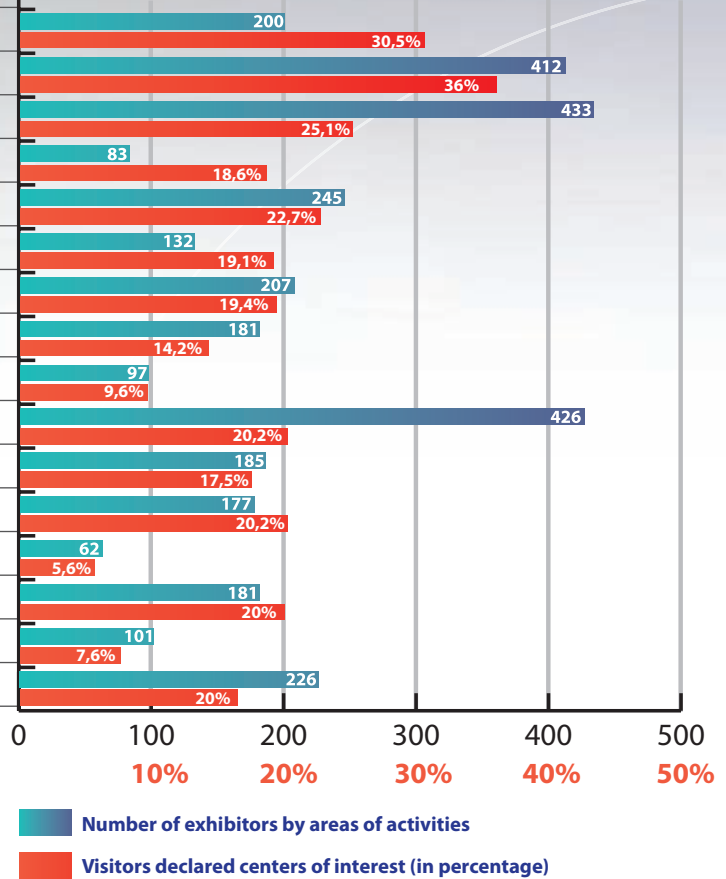
SECTORS OF ACTIVITY



Global coverage of defence and security domains

Weapons, Ammunition, Explosives
Land and Air Mobility (Vehicles)
Communications, Embedded Electronics
C4ISR - Command and Information Systems
Equipment for the Individual Soldier
Homeland Defence - Homeland Security
Logistics, Maintenance
Electronic warfare
Upgrading
Day & Night Vision, Optics, Optronics, Ranging
Simulation & Training
Unmanned Systems
Operational Medicine
Security, Surveillance, Detection
CBRN
Information Technology (Hardware & Software)

Visitor expectations in line with exhibitor offerings



▶ Trends in 2010

- Significant penetration by companies from the civil sector opening new perspectives
- Development of sectors such as UAVs/UGVs, operational medicine, high-technology subcontracting, training and simulation



COMMUNICATION & MEDIA



▶ Benefit from an exhibition that attracts media from around the world

- 636 journalists (328 media outlets - press, radio, TV, web) from 5 continents cover the exhibition
- 66 media partners from the Defence and Security sector carry information on the Eurosatory exhibition and exhibitors
- 90% of coverage concerns exclusively exhibitor products and news

▶ Communicate during the exhibition



- Eurosatory Daily, the official exhibition magazine produced by IHS Jane's, 5 issues, 48,000 copies, 82,983 pages consulted during the month of June 2010
- Show Daily News on line at www.armyrecognition.com, 85,927 pages consulted during the exhibition
- Eurosatory Catalogue: the reference for Defence and Security, 25,000 free copies distributed
- 1,835 downloads of exhibition videos from 41 countries

▶ Meet the Eurosatory 2012 team at the following exhibitions:

2010

AUSA	25-27 October / Washington - USA
INTERPOLITEX	25-27 October / Moscow - Russia
EURONAVAL	25-29 October / Paris - France
AMSUS	1-3 November / Phoenix - USA
INDODEFENCE	10-13 November / Jakarta - Indonesia

2011

IDEX	20-24 February / Abu Dhabi - UAE
IWA	11-14 March / Nuremberg - Germany
LAAD	12-15 April / Rio de Janeiro - Brazil
IDET	10-13 May / Brno - Czech Republic
IDEF	10-13 May / Istanbul - Turkey

2011

EDSM	11-12 May / Lyon - France
PARIS AIR SHOW	20-26 June / Paris - France
DSEi	13-16 September / London - UK
MSPO	5-8 September / Kielce - Poland
AUSA	10-12 October / Washington - USA
SEOUL AIR SHOW	18-23 October / Seoul - Korea
MILIPOL	18-21 October / Paris - France
I/ITSEC	28 Nov-1 Dec / Orlando - USA

2012

DEFEXPO	February / New Delhi - India
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2010 key figures

- 1,327 exhibitors from 54 countries – 70% international exhibitors
- 53,566 professional visitors from 130 countries, including 7,740 representatives of the armed forces and security forces from 108 countries
- 126 official delegations from 74 countries
- 268 Eurosatory Guests
- 636 journalists from the 5 continents
- 143,600 m² of indoor and outdoor exhibition space

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