
I n f o r m a t i o n

BENELUX LASER EVENT08

*21 and 22 May 2008
Vito Lasercentrum, Mol - Belgium*

In May 2008 for the second time the Benelux Laser Event will take place. This is *the event* for companies, knowledge and competence centres specialised in lasers and laser applications.

The laser technology is developing rapidly and the limits are still far from being reached. Lasers demand specialisation in many areas. Co-operation between companies and competence centres is necessary for mobilising specialised know-how and technologies for new solutions

Companies, knowledge and competence centres who are specialised in lasers and laser applications can't afford to miss this event. Please register soon by using the attached form to ensure a stand reservation.

Key-objectives Benelux Laser Event 2008

- Create awareness on existing know-how through exhibits, lectures and demonstrations
- Promote and improve co-operation and networking within the Benelux region with the purpose of developing:
 - new products
 - new solutions
 - new markets
 - exchange of knowledge
- Matching supply and demand time and cost efficiently

Lectures

The lectures can be attended free of charge and will especially focus on state-of-the-art and new technologies, market developments and product innovations. The presentations are independent and will last 30 minutes. Speakers and topics will be matched to make sure there will be a consistent programme.

Location: "Lasers *live in action!*"

Given the events profile we have selected a special location with added value for the visitors. VITO, Mol – Belgium offers the opportunity to see different kinds of lasers at work. The auditorium offers excellent facilities for the lectures. The Prodem hall makes a perfect exhibition room. There are sufficient parking lots situated in a beautiful environment.

Mediacampaign / Technical data

Lasernieuws comes with an extra edition, dedicated to the Benelux Laser Event. For exhibitors there are special offers. After the event you can download the presentations of each lecture for free. You will find these presentations on the website: www.beneluxlaserevent.nl

Visitors profile (+/- 500)

Why do the visitors come?

- To find the entire range of lasers under one roof
- To meet colleagues in the same sector
- To keep up-to-date with technology via the exhibition and lectures
- To build up a head start in knowledge
- To establish new contacts
- To discuss solutions & applications
- To gain insight in lasers hand-on

Visitors' positions

- Executives
- Engineering / Construction managers
- Project managers
- Purchasing managers
- R&D / Product designers
- Product and process engineers
- Technologists
- Marketing / Sales employees
- Consultants
- Others

Visitors' sector origin

- Machinery
- Equipment
- Metal industry
- Electricity / Electronics
- Plastics industry
- Automotive
- Aviation and space
- Glass / Ceramics industry
- Medical applications
- Consultancy
- Miscellaneous

Exhibition

The Benelux Laser Event 2008 provides an excellent exhibition opportunity for specialised knowledge companies and institutions in the following fields, among others:

- Manufacturers of lasers
- Suppliers of laser systems
- Accessories and peripherals
- Competence centres that do research and develop lasers and their applications
- Job shops and co-suppliers.

The participation fee includes:

- Exhibition space of 3 x 2m
 - leased use of system walls, 250 cm high
 - illumination: two spots
 - 1 table
 - 2 chairs
 - electrical outlets (230V) and electricity use for lighting and other 230V equipment(3 kW)

The extras that will be offered:

- Company logo on full-colour brochure
- Company name and logo on the website www.beneluxlaserevent.nl
- Per exhibitor 300 tickets with your company logo
- Attending the lectures, exhibition and demonstrations
- 15.000 full colour brochures send to a carefully selected and targeted audience
- Free entry, catering and parking for visitors and exhibitors
- List of visitors (digital), with name, address and phone info, job position(Does not include e-mail addresses. Only for the participant's own use)
- Press information
- Special offer for advertising in LaserNieuws (see below)

Floor plan

The scheduling of the floor plan follows the order of registration. In March the organiser starts the final arrangements of the exhibition ground.

Cost

€2500,- (excl. VAT) (excl. advertisement and editorial)

Members of the Mikrocentrum High Tech Platform will receive a 10% discount on the price of the booth (www.hightechplatform.nl)

Including advertisement and editorial:

¼ page A4 advertisement i.c.w. ½ pages A4 editorial	€2500 + €275
½ page A4 advertisement i.c.w. 1/1 pages A4 editorial	€2500 + €575
1/1 page A4 advertisement i.c.w. 2 pages A4 editorial	€2500 + €1175

Normal rate:

€795
€1195
€1995

Key sponsor

The event will be sponsored by a frontrunner within the laser field. The Key sponsor has the opportunity to give a lecture.

Benefits for the key sponsor:

- All exhibitor benefits
- Opportunity to present a 30 minutes lecture
- Logo will be highlighted on the front of the official brochure
- Company logo on all external publications
- Company logo on the website www.beneluxlaserevent.nl
- Short description of the company in the official brochure
- Prominent position at the entrance / registration of the attendees
- 1/1 page A4 advertisement i.c.w. 2 pages A4 editorial
- Technical picture on the front-page of LaserNieuws

Cost

€8500,- (excl. VAT)

Sponsors

Sponsoring the Benelux Laser Event can increase the impact on your business.

Benefits for the sponsor:

- All exhibitor benefits
- Logo will be highlighted on the front of the official brochure
- Company logo on all external publications
- Company logo on the website www.beneluxlaserevent.nl
- Short description of the company in the official brochure
- 1/1 page A4 advertisement i.c.w. 2 pages A4 editorial

Cost

€5000,- (excl. VAT)

Data

Set-up period Tuesday 20 May time: 14.00h - 17.00h.
Dismantling period: Thursday 22 May after the event.

Benelux Laser Event 2008

Wednesday 21 en Thursday 22 May 09.00h - 17.00h.
For exhibitors the hall is opened from 08.00h.

Information

For more information about sponsorship and exhibition opportunities please contact:

Mikrocentrum - Karin Mous – PO Box 359 - 5600 AJ Eindhoven - Tel: +31 (0)40 296 99 11
Fax: +31 (0)40 296 99 10 - E-Mail: seminars@mikrocentrum.nl - Internet: www.beneluxlaserevent.nl