

Booth Space Rental

Before January 31, 2012: 240,- €/sqm +19% (VAT)

From January 31, 2012: 290,- €/sqm +19% (VAT)

Space cost include:

- Rental of space
- General illumination
- Security service
- General clean-up

Each exhibitor brings along his own booth structure. You will find pertinent details and payment information to follow in the Exhibitor Service Kit and in the conference program.

Please note that all registrations of booth personnel to attend the conference must be purchased separately. Registrations for the full conference must be completed using the official registration form or using the online registration at: www.eusar.de

Exhibition Hours

Tuesday, April 24, 2012 9:30 - 18:00

Wednesday, April 25, 2012 8:30 - 20:30

Thursday, April 26, 2012 8:30 - 16:00

A detailed Exhibitor Service Kit will be forwarded to registered exhibitors by January 31, 2012. No floor plan with assigned exhibitors will be available prior to this date. Space is assigned on a first come, first served basis. Allocation will be in order of receipt of full payment. Late applications will be accepted subject to space availability.

Language

The official language of the symposium is English.

Latest information on the conference and exhibition will be provided on the EUSAR 2012 homepage at www.eusar.de.

Venue

Nuremberg is one of the rapid-growing tradefair locations in Europe with having an amount up to 100 events and 50 conferences annually.

This year's EUSAR 2012 will be held at CCN Congress Centre Nuremberg which has the capacity of 11,000 seats.

Contact

Ms Hatice Altintas (VDE Conference Services)

EUSAR 2012 Conference Office

Stresemannallee 15

60596 Frankfurt, Germany

Phone: +49 (0) 69 63 08 477

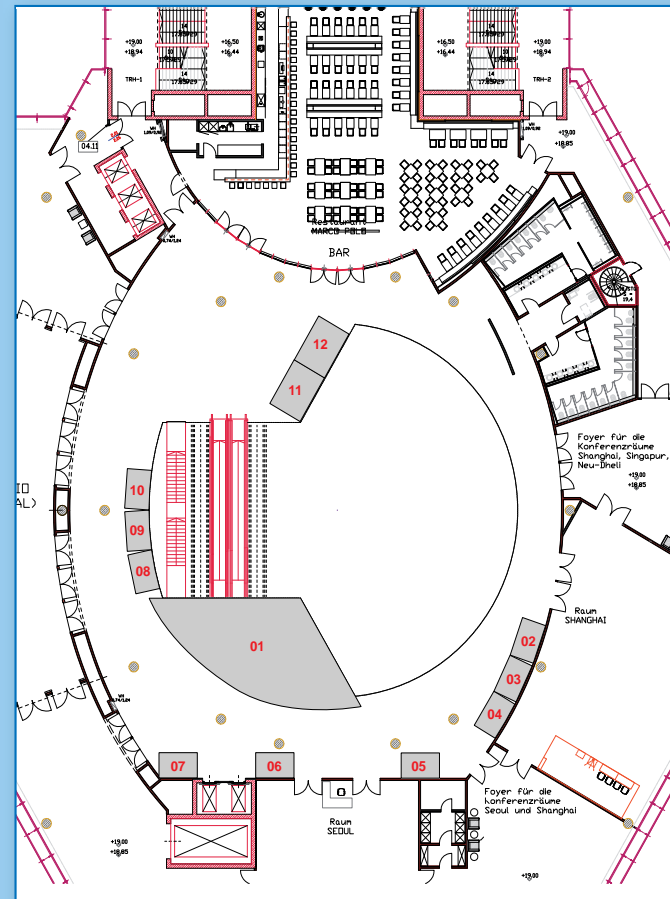
Fax: +49 (0) 69 96 31 52 13

E-mail: hatice.altintas@vde.com

Booth reservation via www.eusar.de

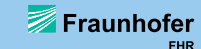
Exhibition Floor Plan

Exhibitor Level 3 (blue)



■ 23 - 26 April 2012
■ CCN, Nürnberg, Germany

Organized by
ITG/VDE



Technically sponsored by
EUREL URSI DGON IEEE-GRSS IEEE-AESS

Invitation to exhibit

At the **EUSAR 2012** Conference to be held in Nürnberg from April 23 - 26, 2012, exhibition space will be provided for SAR related products and services. Following the great success of the industrial exhibition during EUSAR 2008/2010, the exhibition at EUSAR 2012 will provide a venue for business and non-profit organizations to make contact with the international SAR community (approx. 450 participants). Potential exhibitors should contact the organizer (address overleaf) for further information.

Why exhibit?

The **EUSAR 2012** Conference and Exhibition attracts influential decision makers who attend the technical sessions to present their work and learn about the latest technological developments. While they come to network with colleagues and peers, they will automatically visit the exhibition of SAR products and services and many will make important purchase decisions.

As an exhibitor, you will have the unique opportunity to get in on the ground floor and market your products and services to a captive audience of buyers, designers and influencing researchers, who are following all aspects of SAR instrumentation high resolution imaging radar techniques, both airborne and space-borne.

Who should exhibit?

- Supplier of radar and SAR instrumentation
- Suppliers of remote sensing satellite equipment
- Suppliers of air-borne platforms and avionics
- Suppliers of imaging software and equipment

Who will attend?

- Executive Managers
- Product Development Managers
- Engineers
- Scientists
- Researchers
- Sales/Marketing Professionals

Exhibitors Benefits

- Free pre-registered attendee list distributed on site
- Coffee breaks, lunch snacks and reception in the exhibition area for exhibitors and delegates

We understand that a well-designed, spacious, and visually attractive exhibition hall promotes circulation and ensures exhibitors a successful venture. The program committee designs its conference sessions, coffee breaks, and special events to attract conference attendees to the exhibition floor. A special reception with snacks and beverages on Tuesday evening provides an excellent opportunity to mingle in a relaxed setting.

Exhibitors Admission Policy

Exhibiting companies or organizations are required to meet the following criteria:

- The company must be engaged in the design, development, manufacturing, marketing, distribution, exploitation, operation or servicing of SAR equipment as its principal business or maintain a department or division devoted to this work.
- The company must offer products or services for sale direct to consumers or operators. Any exceptions to this policy will be reviewed by the EUSAR 2012 Management Committee which retains the right, in its sole discretion, to refuse or deny any application submitted, in which case any payment shall be returned.

Exhibition Space Fees

Exhibition space at the EUSAR 2012 is available from 6 sqm and increments thereof as shown in the attached floor plan. Single booth spaces may be combined to form larger booths. Booth space will be sold on a first come, first served basis upon receipt of the Application and Contract for Exhibition Space with full payment.

Exhibitors are encouraged to reserve booth space no later than January 31, 2012 to take advantage of the early bird discount.

Exhibitor Action Plan

Follow these five steps to make your attendance at **EUSAR 2012** Conference and Exhibition a success!

- **Reserve Your Booth Space Early!**
Booths will be assigned on a first come, first served basis, only when the **completed Application and Contract for Exhibit Space with full payment** are received at VDE Conference Services. All applications received on or before January 31, 2012 will be charged the early rate. Please indicate your preference by using the Booth Number given in the floor plans.
- **Reserve Your Accommodation**
Please contact the **Congress- and Tourismus-Zentrale Nürnberg** agency to reserve your accommodation as soon as possible: www.tourismus-nuernberg.de.
- **Review Your Exhibitor Service Kit Manual**
The Exhibitor Service Manual, containing floor plans, order forms, registration information, and other necessary details, will be mailed by January 31, 2012. Please review the information carefully and pass along any relevant information to others in your company who will be participating.
- **Watch for Exhibitor Updates**
Watch your e-mail and the homepage www.eusar.de for updates on activities to prepare for the conference.
- **Invite Your Potential Clients**
Invite existing and potential clients to visit the exhibition area. Use this opportunity to advertise new clients from the conference to learn more about your products.