

SIEL & SATIS

LIVE ENTERTAINMENT AND EVENTS

AUDIOVISUAL AND MEDIA

THE SHOW FOR ALL YOUR MARKETS!

20-22 OCT. 09

PARIS - PORTE DE VERSAILLES - PAVILLON 7.3

THE SHOW & ITS DIVISION INTO SECTORS

THE ONLY SHOW WHICH COVERS THE ENTIRE SUPPLY OF GOODS AND SERVICES FROM LIVE ENTERTAINMENT TO NEW MEDIA, AND OFFERS A UNIQUE MULTISECTOR POSITIONING ON THE MARKET.

THIS EVENT IS YOUR EVENT

- An event known and recognised by those in the market
- **The 5 strong points of the show cited by visitors**
 - The quality of the exhibitors
 - The diversity of the offer
 - The relevance of the information obtained
 - The new products
 - The large number of exhibitors
- **420 exhibitors gathered together**
- 88% of the exhibitors from last year's show expect to exhibit in 2009*
- 76% of the visitors were satisfied with their visit*

WHY EXHIBIT?

- **To participate in your profession's unique event.**
A leader in each sector, as well as an opportunity for development, the show gathers your present and future customers
- **To meet quality visitors.**
 - 77% of the show visitors are decision makers or key influencers*
 - 70% of the 2008 visitors will return on 2009
- **To increase the standing of your best customers.**
They will benefit from the VIP programme: personal passes, a VIP welcome,...
- **To organise your business initiatives all year.**
The show gathers an exceptional number of potential customers;
34,412** professionals present in 2008

*results from the 2008 SESA marketing survey
**OJS 2008

A GLOBAL OFFER AND A PRESENTATION PROMOTING EACH SECTOR

Each sector will benefit from its own identity and publicity campaign

- **7 sectors**



AUDIO



BROADCAST RADIO



BROADCAST TV



CINEMA / FICTION



CREATION & POST-PRODUCTION



LIGHTING & STAGE EQUIPMENT



SOLUTIONS & COMMUNICATION

LIVE ENTERTAINMENT & EVENTS

THE SECTORS CONCERNED:



AUDIO



LIGHTNING
& STAGE
EQUIPEMENTS

THE LIVE ENTERTAINMENT MARKET, LEADING TRADE SHOW THAT ALLOW YOU TO MEET YOUR CORE TARGET AND PROVIDE YOU OPPORTUNITIES WITH AUDIOVISUAL AND INSTALLATION/INTEGRATION MARKETS.

THE VISITORS TARGETED

- Production managers / venue technical directors / service providers / lighting experts / stage managers / set designers...and every type of technician from the world of live entertainment

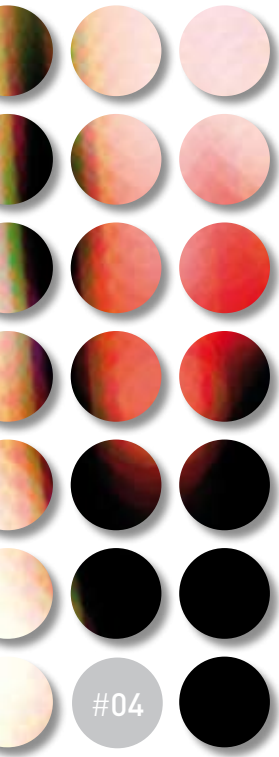
With the support of the partners and associations of the sector:



centre d'information et de ressources
pour les musiques actuelles

NEW FOR 2009

- Awards: awards for five entertainment market and specific communication plan.
- A conference area dedicated to theatrical issues.
A place for discussing experiences that will attract the relevant visitors.



AUDIOVISUEL & MEDIA

THE SECTORS CONCERNED:



A UNIQUE GATHERING PRESENTING THE RANGE OF AUDIOVISUAL GOODS AND SERVICES RECOGNIZED BY PLAYERS IN BOTH THE CORPORATE AND BROADCASTING MARKETS

AUDIOVISUEL & MEDIA

- **The visitors addressed and targeted:** Decision makers in TV and cinema, producers, Film/TV directors, technical managers,... they all are arranging to meet at the show to discover the latest products.
- **A specific conference area** focusing on broadcasting and digital cinema, with the support the BKSTS. **1,800* attendees** have exchanged in the Agora about audiovisual and medias.

CINEMA / FICTION

In an area dedicated entirely to equipment hire firms & service providers exhibit your know-how and meet your customers: producers, directors, production managers, directors of photography, cameramen.

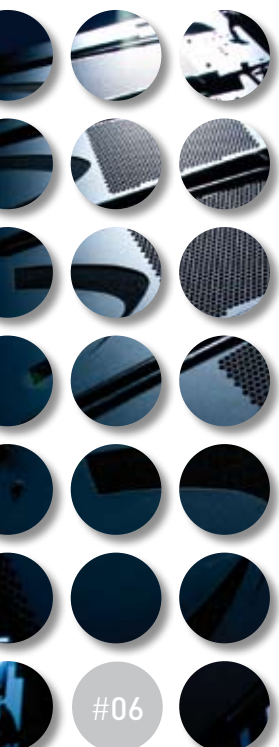
- **An event: The 4th HD Film Festival**
The premier festival for all those working in audiovisual creation, who are aiming to promote and award the occupations and know-how developed around HD creation.
225 guests - 160 programmes competing*
- **With the support of market organisations and associations:**



*figures 2008

BROADCAST RADIO

- **A targeted group of visitors:**
The gathering of decision makers in the world of Radio. Technical directors, station managers, programming managers, presenters... are all coming to meet you.
- **Le Radio: The show's temporary radio station!**
A news station covering what's happening in radio. Each day radio presenters will use your equipment in a real life situation and let visitors hear digital radio.
- **Radio Events 2009:**
2009 will be the year of the launching of TDR (Terrestrial Digital Radio), the show joins with La Nuit Bleue.
- **The Radio conferences space:**
An area for training and information about radio and new media.



NEW!

INTEGRATION & INSTALLATION

A SHOW IN EVOLUTION: A LEVER FOR DEVELOPMENT TOWARDS NEW MARKETS IN ALL THE EXHIBING SECTORS

- **The visitors who interest you will be there**
Architects / design offices / installers / integrators / marketing & communication departments / stage designers
- **Specific conferences about installation and integration**
in the conference area around Broadcasting
- **Join in the operation: "2020, c'est demain" (2020 is just around the corner)**
 - The focus for 2009 is on architects and installers/integrators
 - A day will be dedicated to them with a special conference.
 - A "2020, c'est demain !" area will be created:
A reconstitution of a conference room /
a real think tank on the equipment of tomorrow

With the support of the agency **THEMA DESIGN**

#08

GREAT MULTISECTOR EVENTS

PUT YOURSELF ON THE STAGE...

- **The Agora and its TV news channel**
Located in the heart of the show, the Agora is at the convergence of all the sectors and your market issues. Each day market experts will speak about what's going on in your profession and the Agora TV will broadcast the conferences live over all the screens throughout the show.
1,800 attendees / 9 conferences*
- **The Awards space**
They are awarded to the most innovative products or services. An expert panel chooses the products are chosen to be short-listed. These are then voted on by Web site visitors. The winning products are presented at the show in an area located near the entrance.
75 products in competition, 15 awards.
- **The Innovation space** to present all your new products.
- **The 12th FISM (International Multichannel Sound Forum)**
Europe's 5.1 format audio event, with screenings and debates in partnership with many international radio and TV channels, with simultaneous translation.

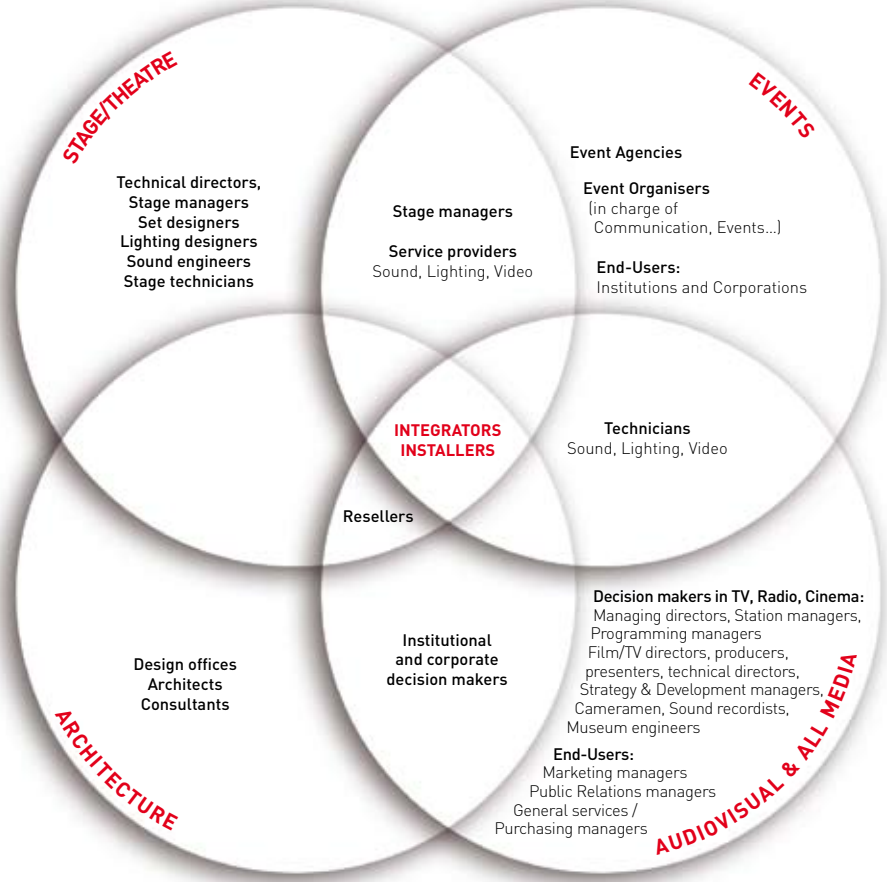
*figures 2008



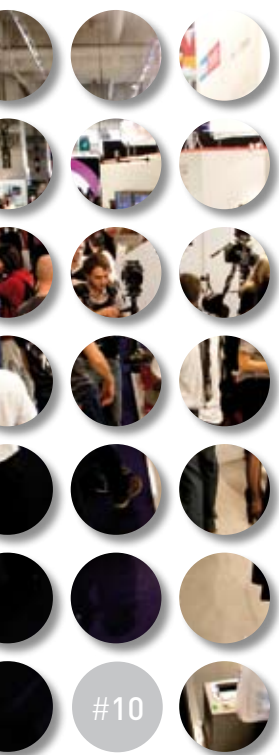
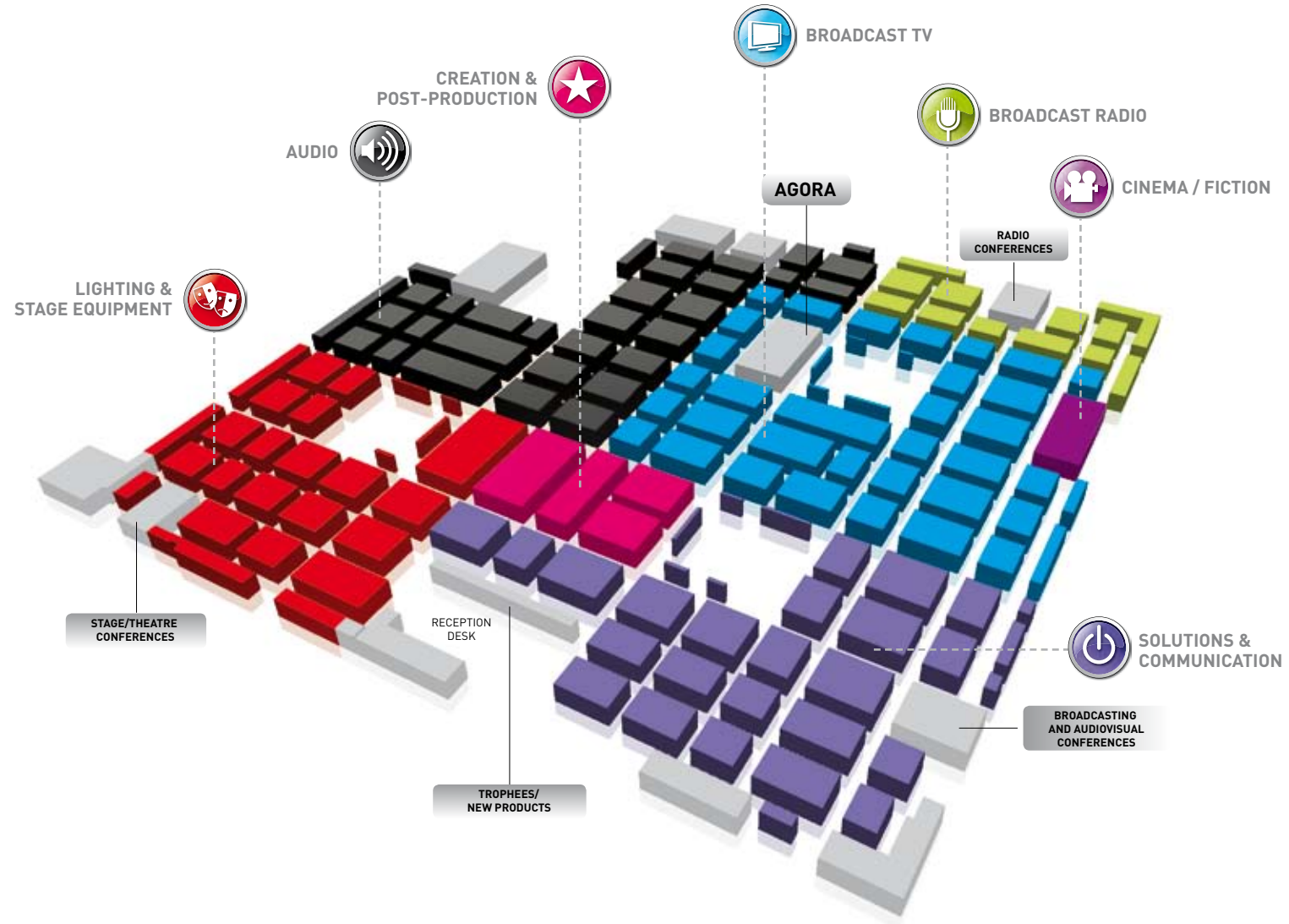
ALL THE VISITORS

THAT INTEREST YOU ARE THERE

A SHOW SPECIALISED IN EACH BRANCH OF INDUSTRY AND AN OVERALL OFFERING OF GOODS AND SERVICES THAT BRINGS OPPORTUNITIES TO EVERYONE.



A SHOW JUST RIGHT FOR YOU



HOW TO PARTICIPATE?

PUT YOUR COMPANY ON THE STAGE: YOUR STAND

Bare surface area, Shell-scheme stand, "Ready-to-use" stand...
Choose the solution that suits you best.
Let our sales team help!

DEVELOP YOUR BRAND IMAGE AND THE SALES OF YOUR PRODUCTS

The show creates your "event within the Event" to: promote your business or products, finalize purchases, present your news, build ties, win people over, and sound out, qualify or segment your targets,...

- **DEVELOP YOUR CUSTOMER RELATIONS, RECEIVE THEM IN YOUR OWN PRIVATE AREAS:** demonstrations, workshops, seminars, business meetings, cocktail receptions... in the VIP or in private rooms.
- **RUN A WORKSHOP OR CONFERENCE** in the Agora or other conferences spaces
- **PARTICIPATE IN THE TROPHEES 2009**
The winners will receive a prize and profit from a communication plan.

○ BOOST YOUR INTERACTIVE EXPOSURE

- **www.siel-satis.com**

The medium most used by visitors organising their trip to the show. 100% of those registering in advance use the Web site to register.

141,338 visits and 1,188,167 page views were counted in 2008.

To profit from this dynamic attractive tool and generate contact before, during and after the show, insert your banner on the show Web site.

○ PERHAPS YOU'D PREFER EXCLUSIVITY?

- **Newsletter**

Insert your banner, insert or button on the e-newsletter sent out to targeted contacts.

- **Sponsor the electronic badge**

Get exposure before the show by integrating your animated banner into the badge-confirmation email. In 2008, 39,612 trade professionals registered in advance.

- **Catalogue**

Given out to visitors, VIPs, exhibitors, and journalists, it is the reference tool for the show, printed in a run of 20,000 copies.

○ SIGNAGE

- **Large show orientation plans**

The orientation plans at the show allow the visitors to locate your stand immediately thanks to your logo.

- **Floor markings**

Communicate in the heart of the show and guide the visitors right to your stand.

- **Pocket-size floor plan**

Distributed to all the visitors, it helps you to find your way round the show easily. By affixing your logo to the plan, you will be located instantly.

- **Lanyards for badge holders**

The lanyard is one of the promotional tools that grabs the most attention pendant le salon.

THE SHOW OFFERS A FULL RANGE OF COMMUNICATION SOLUTIONS

For more information,
Contact us on +33 (0)1 47 56 50 00



A POWERFUL COMMUNICATION PLAN

MOBILISING TRADE PROFESSIONALS AND THE MEDIA!



A SEGMENTED PROMOTIONAL CAMPAIGN

- Each visitors community will be addressed with messages and contents specific to their activities
 - 500,000 targeted messages sent out**
 - More than 20 e-mailings sent to visitors and prospective visitors**
 - 80,000 invitation printed**
 - Free e-invitations in your company colours

To attract your regular customers and meet new ones

To enable you to set out to win over new customers

LARGE-SCALE MEDIA COVERAGE BOTH ON AND OFF LINE FOR MAXIMUM IMPACT

- Partners in ever-growing numbers:
 - 1,454 qualified press contacts**
 - 106 pages of advertising from January to October**
 - More than 40 Web partnerships generating 2,143 clicks in 2008
- Press relations to boost the show's exposure.
 - 12 press releases**
 - 2 thematic dossiers
 - 339 journalists attended Siel-Satis in 2008

- The support of the sector's key French and international associations

** 2008 figures



THEY WERE THERE IN 2008...

44.1 • A2PRL • ACOR • ACS • ADAM HALL • ADOBE • ADR AG • ADVANCED AUDIO DESIGN • ADYCE • AETA AUDIO • AETHRA • AEVLL • AFDAS • ALCONS AUDIO • ALCOORN MC BRIDE • ALGAM • ALLEGRO • ALBIRAL • ALIOSCOPY • ALPERMANN + VELTE • AMS NEVE • AMX • ANALOG WAY • ANCHOR AUDIO INC • ANFI • ANNUAIRE MOTEUR • ANTON / BAUER • APEX • APG • ARBAN BARMATIC • ARBITER • ARBRE VERT (L) • ARCH BY SHOW SOLUTIONS • AREITEC • ARRI • ARTSOUND • ASSOCIATION DR • ATELIER 33 • ATREID • AUDIENS • AUDIO? • AUDIO SUD • AUDIO LEAD • AUDIOFANZINE • AUDIOLAND • AUDIO MEDIA • AUDIOPOLE • AUDIPACK • AUTOSCRIPT • AUVIDIS • AV2P • AVAB TRANSTECHNIK FRANCE • AVANTCAM • AVID • AVIT • AXENTE • AXON • AZUR SCENIC • BAF IMPORT • BANQUE DE PROGRAMMES SOPHIA • BARCO • BARTHE • BELLEFAYE • BEPUB • BLACKOUT • BOUTIQUE DU SPECTACLE (LA) • BOGEN IMAGING • BOOM AUDIO VIDEO • BRANDY • BREZAC ARTIFICES • BRIGHTCOVE • BROADCAST ASSOCIES • BROADCAST PARTNERS • C17 SFX DIMSON • CALREC AUDIO LTD • CALYPSO CONTROL • CAMERA DYNAMICS • CAMERA VIDEO ET MULTIMEDIA • CANARE • CANFORD • CANON • CAPITAL VISION • CAR GRIP FILMS • CENTRAL PRO • CDFD • CFPTS • CIFAP • CHAUVET LIGHTING • CHIEF • CHRISTIE • CHYRON • CIRQUE VIDEO • CLAY PAKY • CM2 • CMS FRANCE SARL • COLIBRI IMPORT - EXPORT • COMM-TEC • COMMUNITY EUROPE • COM SAT • CONDUCTIFIL • CONTRALCO • CONTROLWARE • COOLCAM • CORDERIE GODET • CORVO • CP FRANCE • CTM SOLUTIONS • CREAMCAST • CREALED • CRESTRON • CRYSTAL EQUIPEMENT • CSI • CSD • D&B AUDIOTECHNIK • D3C • DAKTRONICS • DATACORE SOFTWARE • DATATON • DELAGRAVE • DIGIDESIGN • DIGIDIA • DIGITAL STORAGE • DIGITAL SYSTEMS • DIGIGRAM • DIMATEC • DIMENSION AV • DINE O QUICK • DISTRIPLAN • DMXSOFT.COM • DOREMI • DPA MICROPHONES • DRAWMER • DREAM TEAM SERVICES • DV2 • DVS • EASYLAMPS • EASYSCORE • EAVS • ECLALUX • ECRIN SYSTEMS • ED-9 • EDIROL • EDITIONS HF • EDITIONS DIXIT • EFFECI SPETTACOLI • EIKI • ELEMENT ONE • ELEVATIONS ET SERVICES • EMIT • EQUIPEMENTS SCIENTIFIQUES • ERA • ESL • ESRA • EUPHONIX • EUROCABLES SYSTEMES • EUROMCOM BROADCAST • EURO LIGHT SYSTEM • EURO MEDIA GROUP • EUROMEDIA TELEVISION • EUROPODIUM • EUREX • EVERTZ • EVIDENCE « LA SCENE » • EVS FRANCE • EXANET • EXTRON ELECTRONICS • EYROLLES LIBRAIRIE • FACTUM • FAIRLIGHT EMT • FARELL TECHNOLOGY • FICAM • FILEAS • FLIGHTMAN • FOCAL PROFESSIONAL • FORUM TV MOBILE • FOSTEX • FUJI RECORDING MEDIA • FUJINON • FUNKTION ONE • FUTURE FRANCE • FVS • GEMAR LUMITEC • GENELEC • GENITECH • GHIEMMETTI • GLOBECAS • GMT2 • GOBELINS, L'ÉCOLE DE L'IMAGE • GOOD NEWS PRESSE • GOTE • GRIM EDIF • GROUPE NOVELTY (EUROSON, INTERPEL, JLT SERVICES, VPS) • GUSO • HALLUCINE • HARRIS • HAVELLS SYLVANIA • HELISTAR • HYPERMASTER • IDT • IEC • IMAGO • IMERGE • IMPULS'ID • IMT • IN - AKUSTIK • INA • INCOM FRANCE • INNOVASON • INSONO • INTELLIQUE • INTELWARE • INTER HARDWARE INTERNATIONAL • ISILON • JC LAMPES - PROLUX • JUKE BOX • JUNGER • JUST LAMPS • JVC • K5600 LIGHTING • KABUKI • KR - HOME STUDIO • KINHELIOS • KINOREZO • KLEIN + HUMMEL • KLOTZ-AUDIO INTERFACE SYSTEMS A.I.S. GMBH • KOBOLD • KOSS • KRAMER • L ACOUSTICS • LAIGLE • L'ARBRE VERT • L'OEIL DU CHAT • LASER SYSTEM EUROPE BVBA • LCB • LES CAHIERS DE L'ACME • LES MACHINEURS • LINEAR TECHNOLOGIE • LITEC • LUGGY • LUMEX • MAGELLAN • MAGIC HOUR • MAJOR AUDIO • MALUNA • MARECHAL • MASS MEDIA / ECRAN TOTAL • MATCAST / CANFORD • M.B.T. • MEDIATIC CONSEILS • MENNEKES • METRACOM • MEYER SOUND • MH DIFFUSION • MIRANDA • MISTER ARTHUR • MITSUBISHI ELECTRIC • MOGAR / MONSOUND • MONDIAL PUBLISHING LTD • MONITORING COMPANY • MONTARBO • MW DISTRIBUTION • MWA SONDOR • MY CONSEILS • NAGRA • NEC DISPLAY SOLUTIONS • NETWORK ELECTRONICS • NEUTRIK • NEWBAY MEDIA • NEWTEK • NEXO • NEXSAN • NEXTWINDOW LIMITED • NEWMANN • NEWNET - ALLKUM • NIINSIGHT • NIVOFLEX • NOCTURNES • NS DISTRIBUTION • OMEGA GLAS • OMNEON • OPAZ • OPENCUBE • ORAD • ORAY • ORION SOFTWARE • ORTOFON • OUTLINE • OVERLINE • PANASONIC • PANAVISION ALGA TECHNO • PANAVISION LUMIERE • PARISCENE • PGS • PHF COM • PHITEQ TELECOMS • PHOTON LINES • PIKTUS - COKIN - BALCAR - QUARTZCOLOR • PILOTE FILMS • PINANSON • PING PONG CAMERAS • POST LOGIC • PRECO • PRO-BEL • PROCOLOR • PROJECTION DESIGN • PROLAMPES • PROTONIC SOFTWARE • PURE JINGLES & REELWORLD EUROPE • QSC • QUANTEL • RADAMEC • RADIOACTU • RADIONOMY • RADIO WORLD EDITION FRANCOPHONE • RADIOWORLD INTERNATIONAL • RAKO CONTROL • RAM FRANCE • RAMI • RCS EUROPE • REALISASON • REFLECMEDIA • ROBERT JULIAT • ROCK AUDIO • ROLAND SYSTEM GROUP • ROSCO • RP25 • RS-422 • RSS BY ROLAND • RTI • RVE • RYTHMES & SONS • S2CEB / CAE • SACHTLER • SACEM • SAMSUNG • SANYO • SAV • SAVE DIFFUSION • SCV AUDIO • SEAMOBILE • SENNHEISER • SFAT • SFP • SIDEV DISPLAY SYSTEMS • SNELL & WILCOX • SOFT AUDIOVISUEL • SOFTRON • SOCOTEX • SODIELEC • SOFTLIGHTS • SOLID STATE LOGIC • SOMERDATA • SOMMER CABLE • SONO MAGAZINE • SONOSS CAW • SONOVISION • SONY • SPRE • STACCO • STAGEMAKER • STAGETEC • STARLAB • STP (SYSTEMES ET TECHNOLOGIES DE POINTE) • STREAMAKACI • STYL'SNAF • SYNPASE • SYNCODE • SYROL • TACTYL SERVICES • TANNOY • TAPAGES • TASCAM • TATOU FRANCE • TCA • TC ELETRONIC • TDF • TECHNI CINE PHOT • TECHMOB • TECHNOCRANE • TECNOVISION • TEKTRONIX • TELE-VISION.FR • TELEFUNKEN • TELERAMA • THE VITEC GROUP • THOMSON / GRASS VALLEY • TORREDEMER • TRANSCONSEIL ASSURANCES • TRANSPALUX • TRILOGIC • TRM • TV ONE • TV TECHNOLOGY EUROPE • UNIVERSAL-EFFECTS • UNIVERSITE DE VALENCIENNES • U-TOUCH • VARIA FRANCE • VCF • VDB AUDIO SERVICES • VDL • VIDEO PLUS • VIDEO'NEILL • VINTEN • VISIO SHOP • VISUALDIS • VISUAL IMPACT FRANCE • VITY • VIVATEQ • VIXID • VOGEL'S • WAVES • WINMEDIA SOFTWARE • WORLD EDITIONS FRANCOPHONE • X-WAY • XENUM AUDIO • YACAST • YAMAHA MUSIQUE FRANCE • ZENON MEDIA

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