

SPONSORING AND EXHIBITION MANUAL

3D MEDIA STEREO 2010

International 3D Stereo Film & Technology Festival
6 > 10 December
8 > 10 December
Liege - Belgium



www.3dmedia2010.com



3D Stereo MEDIA 2010
Second edition
**International 3D Stereo Film and
Technology Festival**

Dear Sir or Madam,

Please, be sure to mark your calendar to attend the 2010 edition of the European, reference event that aims at covering all facets of 3D imaging: The **International 3D Stereo Film and Technology Festival** (or 3D Stereo MEDIA).

Based on the success of the 1st edition of the event in December 2009, the organizers are moving ahead with the organization of its 2nd edition, to be held on 8-10 December 2010, once again at the Convention Center of Liège, Belgium.

3D Stereo MEDIA is fully devoted to 3D stereo and beyond. It is based on five main pillars: oral presentations, scientific papers/posters (with proceedings, and student competition), a complete film festival (with competitions and awards), an exhibit, and demonstrations. Needless to say that our conference rooms are equipped with 3D projection.

In 2009, we had about 350 participants, 70 oral presentations by 50 speakers from 13 countries, 15 scientific posters, 21 3D-focused exhibitors, and several demonstrations of live 3D retransmission, from an on-site 3D studio to the conference room, including incrustation of persons and avatars in synthetic decors.

3D Stereo MEDIA is at the convergence of arts and science/technology. We take up the challenge of bringing together scientists, engineers, artists, movie makers, film directors, film producers, communication people, entrepreneurs, and businessmen ... all driven by their passion and interest in 3D stereoscopy and beyond. While the oral presentations are selected to be both at a high level and understandable by all, the posters allow scientists to get into the full details, like at any other scientific conference.

The multi-faceted structure of the event makes it a truly unique event anywhere worldwide. Its 3D Film Festival aims at becoming "the" reference: In 2009, three "Perrons of Crystal" were awarded to three 3D movies. The president of the jury was Ben Stassen, of "Fly me to the Moon" fame.

Please, note that **3D Stereo MEDIA** has the full and persistent support of the University of Liège.

We are looking forward to welcome you in Liège, a 1000-year old city in the heart of Europe.

Jacques G. Verly

*President of the e-mage technology forum &
Professor at the University of Liège, Belgium*



3D Stereo MEDIA
International 3D Stereo Film
and Technology Festival

is an initiative of:



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WHY TO BE INVOLVED IN 3D STEREO MEDIA 2010?

3D Stereo MEDIA is a targeted, professional platform, where your company can show off its products to a wide range of professional participants and to the press.

By taking part in 2010, you will demonstrate your commitment to the triple revolution of 3D stereo: economic revolution, technological revolution, and artistic revolution. Your commitment will be backed by that of the organizers, who are convinced that a new page is about to be turned in the image and media sector.

As a dynamic company, you can help to write this new page.

This will give you:

- To be present for the Main European Event fully devoted to all 3D Stereo applications
- To show your products and know how
- To enhance your network thanks to international business contacts with professionals coming from industry, media, science and arts
- To meet your future clients
- To discover trends and new technologies in 3D Stereo.

As soon as you decide to become a partner in the 2010 edition of **3D Stereo MEDIA**, your company will be presented on our communication tools.

TO WHOM?

Organizers are preparing an international event which will gather:

- Players in the cinematographic production chain: scriptwriters, directors, studio technicians, distributors, cinema operators, ...
- Manufacturers of recording, mass storage, projection, and display equipment, ...
- Players in the communication sector: media, communication and advertising agencies, science parks and theme parks, event organizers, ...
- Developers of scientific and technical applications
- The press and the specialized press

More than 400 of 3D professionals will be present in Liège.

3D STEREO MEDIA 2010 AT A GLANCE

- **An international 3D stereo film festival** for the general public.
Numerous 3D films, including several previews, will be on show to the general public from December 6 to 9 in a city movie theatre.
A gala evening will be held on December 9 with a preview screening and prize awards.
Scientific and experimental films and short films will be presented at the Liege convention centre (Palais des Congrès) alongside the professional conferences and trade show.
- **A programme of conferences** for professionals bringing together the world's top 3D stereo experts will take place in the Palais des Congrès (see 2009 programme as example on www.3dmedia2009.com)
- **A trade show** will present the very latest developments in 3D stereo (December 8-10).
- Dozens of exhibitors offering equipment or services to image professionals will be available to an informed audience.
- **3D technology** firsts within the exhibition hall as live captation and 3D shows.
- **Business-to-business matchmaking**
- **Training courses** in the new 3D stereo occupations in collaboration with our partners.

The conference program is under construction.

During 2,5 days, dozens of international 3D Stereo experts will share their knowledge and expertise.

3D STEREO MEDIA 2010 PROMOTION CAMPAIGN

- Privileged partnerships with the trade press: adverts, feature articles.
- A partnership with Belgian national TV channel RTBF: TV programmes and media plan
- A media plan for screening a 3D Stereo MEDIA clip
- Six newsletters sent to more than 15,000 professional addresses throughout Europe
- Posters, folders and an active presence in associated events (including the Cannes Festival)
- A press conference in Liege and in Brussels with the European press.
- A website listed on numerous portals.

PARTICIPATION FEES FOR THE TECHNOLOGY FESTIVAL

	FULL PASS	PASS	PASS
	3 days	2 days	1 day
Enterprises and organisations	320,00 €	240,00 €	160,00 €
Academics	220,00 €	170,00 €	120,00 €
Students and unemployed	100,00 €	70,00 €	50,00 €

These amounts are without VAT. They include for all:

- The access to the conferences and workshops
- The access of the 3D Stereo Film projection within the congress centre
- The entrance to the exhibition
- Coffee/Tee, soft all the day
- Lunches (sandwiches)
- The award ceremony evening on December 9.

Option :

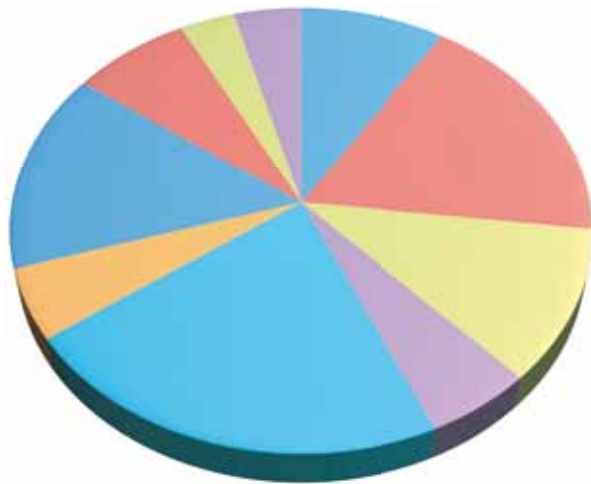
December 9 walking dinner: 40,00 € (+ VAT 12%)

Early Bird registration :

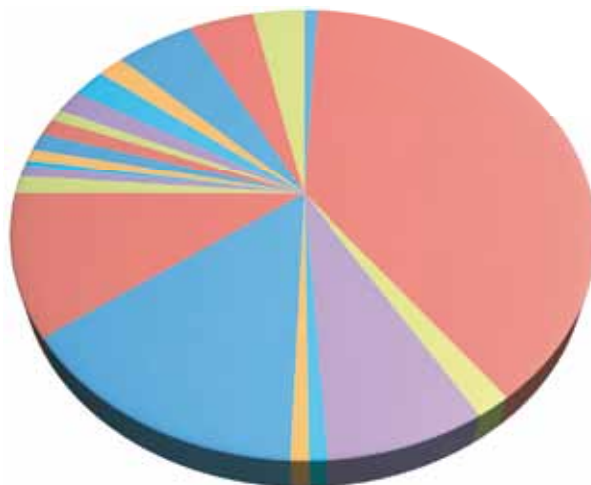
**Registration AND payment from 1st May to 30th October 2010:
- 20% on all tariffs**

WHO WAS PARTICIPATING IN 3D STEREO MEDIA 2009?

350 professionals have been present during the 3 days of 3D Stereo MEDIA 2009. The graphics below show you who they are and from where there were coming from.



- Broadcast company
- Film directors and producers
- Communication agencies
- Software development
- Academic and scientific laboratories
- Stereographer
- 3D Equipment producers
- Training organisation
- Public bodies
- Others



- Austria
- Belgium
- Canada
- China
- Ciprus
- Finland
- France
- Germany
- India
- Italy
- Ireland
- Japan
- Korea
- Luxemburg
- Morocco
- Poland
- Spain
- Sweden
- The Netherland
- United Kingdom
- USA

SPONSORING OPPORTUNITIES

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www.3dmedia2010.com

BECOME A SPONSOR OF 3D STEREO MEDIA 2010

We have selected the following sponsoring packages to meet your goals in terms of communication and visibility:

3D Stereo MEDIA PLATINIUM SPONSOR

This package, reserved for **2 non competing companies**, gives you optimum visibility, including:

- A welcome address of a representative of your company during the inaugural ceremony of 3D Stereo MEDIA (Wednesday 8th December, at 11.00am at the "Palais des Congrès")
- Your logo on a specific banner "Platinum Partner" in the Exhibition hall and main conference room (500seats).
- Your logo (size 1/1) on the home page of the website www.3dmedia2010.com with a link to your own website
- Your logo (size 1/1) on all event documents: poster, invitations, flyer, press kit ...
- Your advert in colour on the 2nd or 4th covering page of the program (official Catalog).
- A representative of your company and roll-up banner during the press conference scheduled two weeks prior the festival.
- Provision of a fitted stand of 24 sqm or 48 sqm of bare surface at the heart of the B2B exhibition of the festival.
- The opportunity to present your enterprise during the B2B plenary sessions of the festival.
- The possibility of placing your documentation in the 'participant's bag' at the festival
- The opportunity to complement your visibility through the below-mentioned openings under the title "Other opportunities to support 3D Stereo MEDIA" with a 50% reduction.
- 10 free full pass tickets to the festival with a value of € 3,200.
- 20 free invitation to the Walking Dinner on December 9.
- The possibility of sending all participants an exclusive message in a post-event newsletter.

The cost of this package is € 20,000 excluding VAT.



3D Stereo MEDIA GOLD SPONSOR

This package, reserved for **a maximum of 4 non-competing enterprises**, gives you optimum visibility, including:

- Your logo (size 1/1) on the home page of the website www.3dmedia2010.com with a link to your own website.
- Your logo (size 1/1) on all event documents: poster, invitations, flyer, press kit ...
- Your logo (size 1/1) at the heart of the event on the welcome banner and the banners in the conference rooms.
- Your roll-up banner during the press conference scheduled to take place two weeks before the FESTIVAL in December.
- Provision of a fitted stand of 12m² at the heart of the B2B exhibition.
- The opportunity to present your enterprise during the B2B plenary sessions of the FESTIVAL.
- The possibility of placing your documentation in the 'participant's bag'.
- The opportunity to complement your visibility through the below-mentioned openings under the title "Other opportunities to support 3D Stereo MEDIA" with a 50% reduction.
- 4 free full pass tickets with a value of € 1,280.
- The possibility of sending all participants an exclusive message in a post-event newsletter.

The cost of this package is € 10,000 excluding VAT.

3D Stereo MEDIA SILVER SPONSOR

This package, reserved for **a maximum of 4 enterprises**, gives you optimum visibility, including:

- Your logo (size ¾) on the home page of the website www.3dmedia2010.com with a link to your own website.
- Your logo (size ¾) on all event documents: poster, invitations, flyer, press kit ...
- Your logo (size ¾) at the heart of the event on the welcome banner and the banners in the conference rooms.
- The possibility of placing your documentation in the 'participant's bag'.
- Provision of a fitted stand of 12m² or 20 m² of bare surface at the heart of the B2B exhibition with a 50% reduction.
- 2 free full pass tickets with a value of € 640.

The cost of this package is € 5,000 excluding VAT.

OTHER OPPORTUNITIES TO SUPPORT 3D Stereo MEDIA

- Sponsor the Walking Dinner on Thursday December 9 (and have a speaking opportunity (€ 3,000).
- Your logo on the lanyards of participants alternating with our logo (€ 2,000).
- Insert your color advertising in the official catalog (1.000 €).
- Insert your colour advert in the official catalog on page 3 of the cover page (1.500 €).
- Sponsor the B2B matching lounge and put your logo or roll-up in the B2B area (1.500 €).

MEDIA PARTNERSHIP

If you are in the media or an organisation that can promote 3D Stereo MEDIA, tell us about it and we can discuss “win-win” exchanges.



They were our partners in 2009



RENT A BOOTH IN THE EXPO VILLAGE

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EXHIBIT AT 3D STEREO MEDIA 2010

3D Stereo MEDIA will be held at the Liège Congress Centre, along the river Meuse. You will find the exhibition village (4.000 m²), the conference rooms, the B2B meeting area, the lunch area, ...

Your participation at the exhibition village will give you a maximum of visibility and the opportunity to present your products and know-how to European 3D Stereo professionals and clients.



Liège Congress Centre

Esplanade de l'Europe
B 4000 LIEGE
www.palaisdescongrèsliège.be

The Exhibition is open:

Wednesday 8: from 11.00am to 6.00pm
Thursday 9: from 9.00am to 7.00pm
Friday 10: from 9.00am to 5.00pm

Booths are available – bare surface and fitted stand – by 12m² module, with the possibility of juxtaposition (24, 36, 48,... m²).

Bare surface includes carpet, power socket (1KW), energy consumption and cleaning.

Fitted stand includes also:

- Wall (2,40 m high) on three or two sides
- Company name on fascia board
- Lighting
- One table and four chairs (by 12 m²)
- 1 display for documentation
- Option : Occultation roof

To rent complementary items, you can go and see on www.vanos.be and book through us.

Renting costs

- Bare surface: 130,00 €/m² + VAT (21%)
- Fitted stand: 175,00 €/m² + VAT (21%)
- Inscription fee and catalogue: 200,00 € + VAT(21%)
- You save 10% (discount) if you rent 24 sqm or more.
- By module of 12m², the renting of a booth entitles you to 2 FULL PASS.

Early Bird Booking: If you book your stand and pay the first batch of 50% prior June 30, we offer you a discount of 5%

3D STEREO MEDIA EXHIBITORS WILL ALSO BENEFIT FROM:

- A presentation of your firm in the visitor's catalogue (logo + 5-line presentation + contact details)
- A presentation of your firm on the website (visitor's catalogue + link to your website)
- Privileged access to the specialist panels for professionals
- The chance to insert your advertisement in the catalogue with a 20% discount on the official price (see below)
- A mention in the newsletters sent to the European professional list (15,000 addresses)

ADVERTS IN THE 3D STEREO MEDIA CATALOGUE

The catalogue is in A5 format.

You can insert your colour advert in any of the following pages:

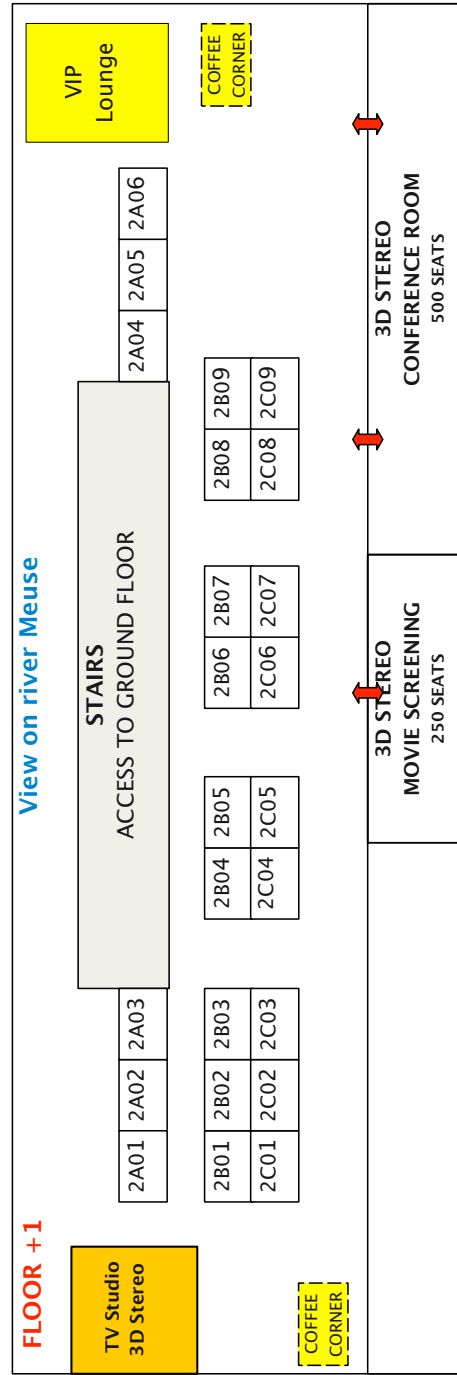
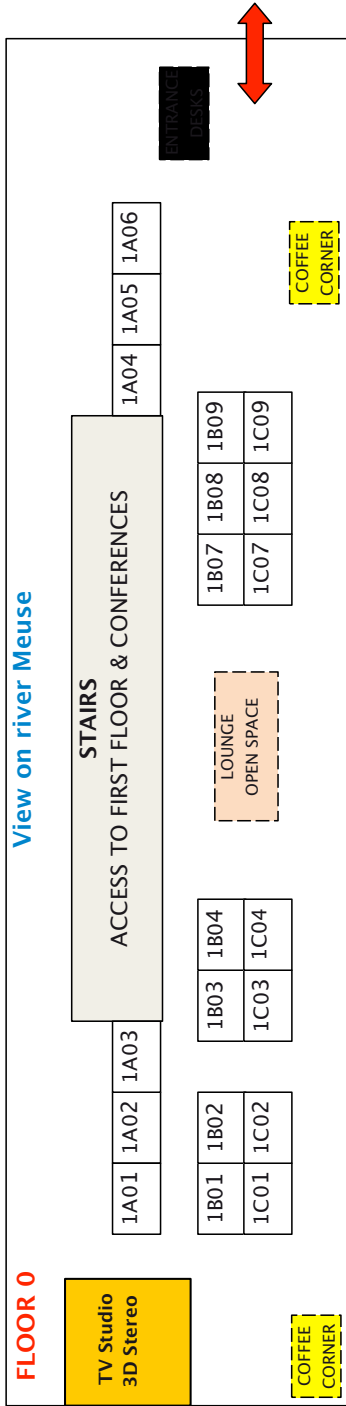
- **Inside front cover:** normal price: € 1,800 excluding of VAT
exhibitor's price: € 1,200 excluding VAT
- **Inside pages:** normal price: € 1,000 excluding VAT
exhibitor's price: € 700 excluding VAT



Example of fitted stand



EXHIBITION PLAN ON TWO LEVELS



CONTACT US

3D Stereo MEDIA 2009

c/o EVENTIS
Avenue de Gerlache, 41 – B 4000 LIEGE
T +32 (0) 4 233 62 97 – F +32 (0) 4 254 97 98
info@3dmedia2010.com

Sponsoring package

Alain Gallez – T +32 (0)4 233 62 97 or Mob. +32 (0)495 54 55 90
alain@3dstereomedia.eu

Booth renting

Déborah Saldi – T +32 (0)4 233 62 97
deborah@3dstereomedia.eu

ABOUT LIEGE

Liège is a one thousand year old city in the heart of Europe. As the ancient capital of an independent principality for eight centuries, Liège, the “Glowing City”, possesses an exceptional cultural and architectural patrimony, highlighted in its museums.

Located near Maastricht and Aachen, Liège, with its university, convention center, fair grounds, shopping areas, and Sunday market, is a dynamic economic and commercial center, featuring an international airport, a TGV train station, and the second largest river port in Europe.

www.liege.be