

SESAM
MILAN 2020



DESIGNING THE FUTURE

Exhibition Prospectus

17-19 JUNE 2020

**26TH ANNUAL MEETING OF
SOCIETY FOR SIMULATION IN EUROPE**



**SOCIETY FOR
SIMULATION IN EUROPE**

SESAM Meeting

SESAM 2020 Annual Meeting will take place from 17–19 June 2020 at the MiCo Congress Centre, Milan, Italy.

The SESAM exhibition is an integral part of the SESAM Annual Meeting, where your company has the opportunity to showcase and promote your latest products, services and research to over 700 participants. With over 45% of attendees being key decision-makers, this is a fantastic opportunity to tap into the largest market of simulation professionals.

SESAM 2020 Programme Overview

**JUNE
2020**

Monday 15 June	Industry Forum Meeting & Sponsor Reception
Tuesday 16 June	Exhibitor Set-up
Wednesday 17 June	Exhibition Open & Networking Reception
Thursday 18 June	Exhibition Open
Friday 19 June	Exhibition Open & Dismantling

Why Milan?



Exhibition, Main Plenary & Workshop rooms on one floor

Theatre space to be featured within the Exhibition to further engage delegates

Milan is Italy's international gateway with access via three international airports, train & road

An array of bars, restaurants, coffee shops & hotels within walking distance of the MiCo

MiCo is easily accessible from everywhere in the city

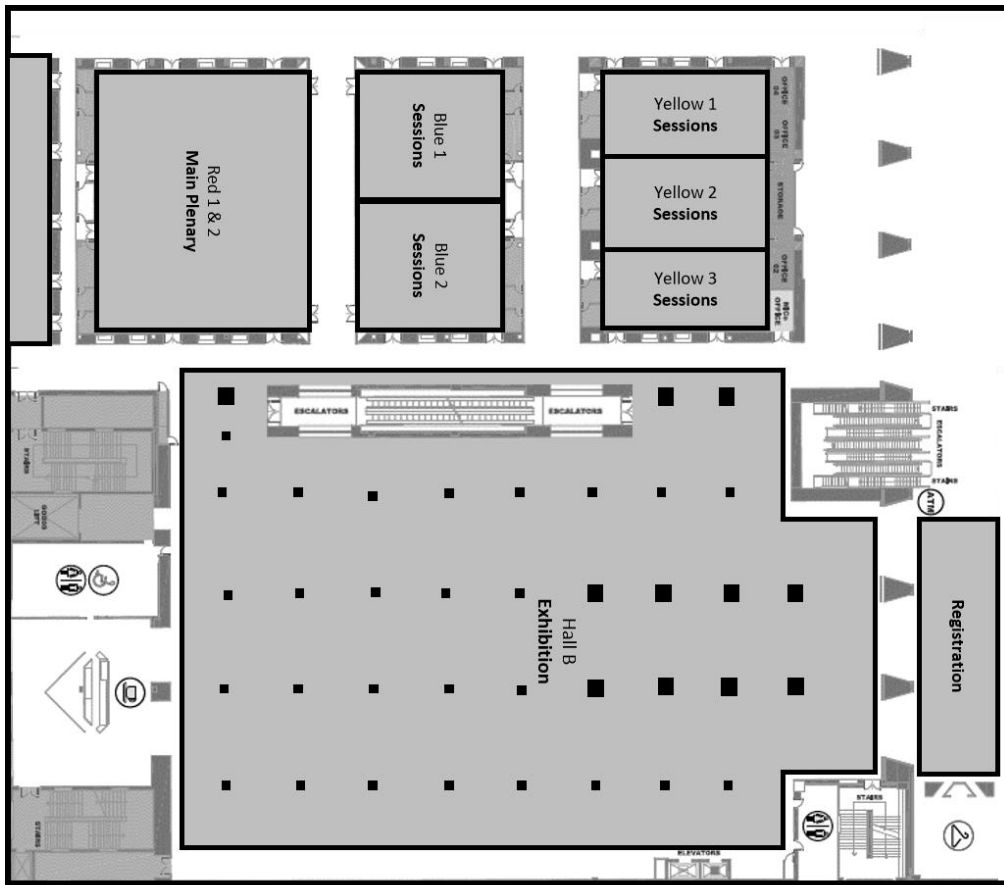
2020 Exhibition Package

- Exhibition, Main Plenary, Workshops and SESAM Theatre on one level.
- Range of packages available, including Space Only & Shell Scheme stands.
- Dedicated partners for AV, Internet, Graphics, Logistics & Catering.

Package Inclusions	Platinum Partner	Gold Partner	Silver Partner	Exhibitor 3m x 3m	Exhibitor 3m x 2m	Exhibitor 2m x 2m	Exhibitor Table top**
Costs	€19,000*	€12,825*	€8,075*	€6,175*	€4,180*	€3,135*	€800*
Exhibition Space	5m x 5m (25m ²) Space Only	4m x 4m (16m ²) Space Only	3m x 3m (9m ²) Shell Scheme	3m x 3m (9m ²) Shell Scheme	3m x 2m (6m ²) Shell Scheme	2m x 2m (4m ²) Shell Scheme	Table Top
Stand Inclusions	Space only stands do not include any furniture, walling, electrics, carpet etc. These can be arranged at an additional cost.		White shell scheme stand, nameboard, 13 amp socket (500 watt rated), spotlights, carpet, 1 table and 2 chairs.				1 x poster board with nameboard, 1 table and 2 chairs.
Inclusion of the below in the SESAM 2020 Website & Conference App							
Company Name, Logo, Contact Details, Website Link	✓	✓	✓	✓	✓	✓	✓
Company Biography	200 words	100 words	50 words	-	-	-	-
Link to PDF brochure or advert	✓	✓	✓	-	-	-	-
E-Treasure Hunt (App Only)	✓	✓	✓	✓	✓	✓	✓
Inclusion of the below in the Digital Conference Programme							
Company Name, Logo, Contact Details, Link to website	✓	✓	✓	✓	✓	✓	✓
Advert	Full Page	Half Page	Quarter Page	-	-	-	-
Conference bag insert***	✓	✓	✓	-	-	-	-
Exhibitor Conference Passes (Inc. Conference sessions and catering, these passes are not entitled to CME points)	10	8	6	4	3	2	1
Industry Workshop Session**** Hands-on product/equipment demonstration	✓	-	-	-	-	-	-
Logo on Meeting session holding slide	✓	✓	✓	-	-	-	-

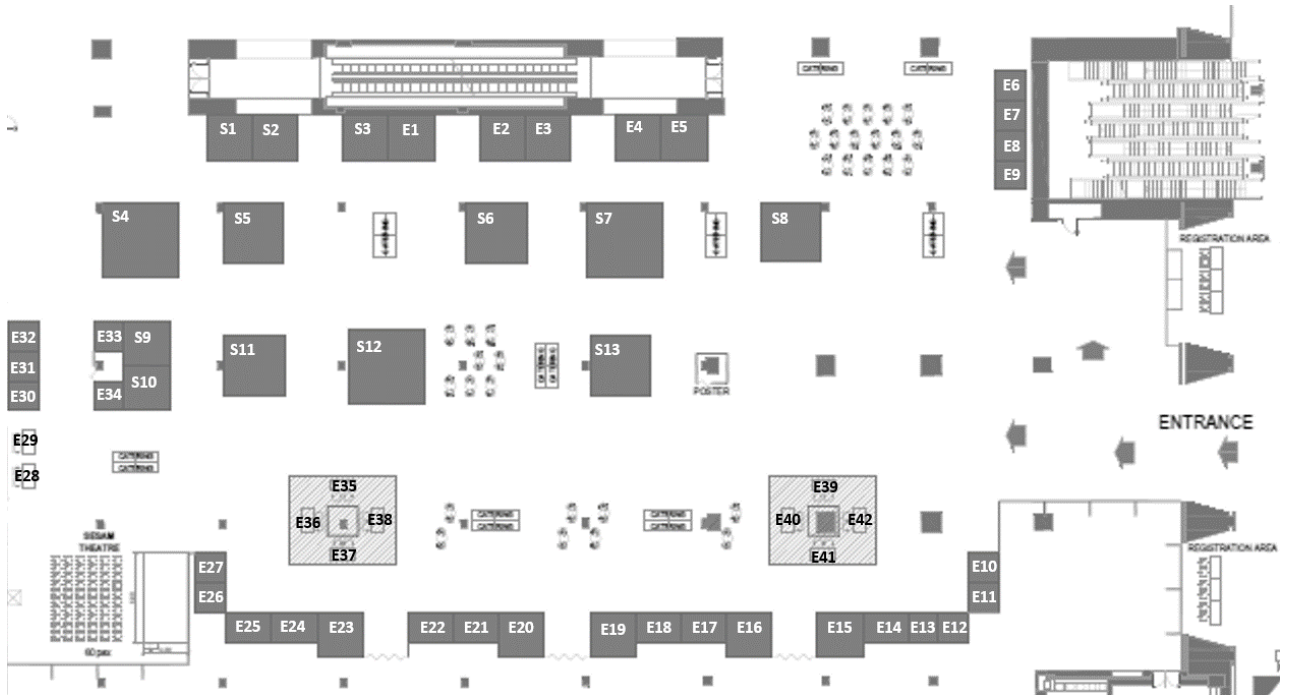
*All prices shown are exclusive of VAT **Companies booking table tops are only permitted to purchase 1 stand at SESAM. Stand location will be allocated closer to the event.*** Conference bag insert – promotional materials which can include A4 flyer, brochure (max 4 pages A4) or promotional items to the value of €10 each. **** It is the responsibility of the company exhibiting to promote any industry workshops.

Floorplan



We have multiple opportunities available, including the following packages:

- 3 Platinum Opportunities
- 5 Gold Opportunities
- 5 Silver Opportunities
- 10 3m x 3m Stands Available
- 7 3m x 2m Stands Available
- 15 2m x 2m Stands Available
- 10 Table Top Stands Available



*Please note floor plans are subject to change.

Sponsorship & Advertising Opportunities

- Stand out from the crowd with our additional sponsorship opportunities.

Conference Bags – A natural cotton shopper tote bag (cotton, long handle) with your company logo on the reverse side of the SESAM logo.	€3,000
Conference Lanyards – A 15mm flat poly lanyard with both the SESAM and your company logo.	€1,500
Refillable Water Bottles – Ensure that the delegates stay hydrated, while promoting your company. MiCo provides clean drinking water throughout the venue.	€1,500
Conference Bag Inserts – Provide the delegates with information on your latest products, or a branded promotional gift for them to take your brand home.	€500
Conference App – Be the sponsor that can provide all the conference information at a touch of a button, with your company brand on each page of the official conference app.	€3,000
Cloakroom Service – With branding opportunities on the cloakroom structure, as well as the cloakroom tickets, this is a great opportunity to provide this delegate service.	€1,500
Student Taskforce – “They’re here to help”, so get them to get your brand out there in every session, helping the delegates.	€2,000
Short Communications – Help support the research of the future with the dedicated short communications in the main networking & registration area.	€5,000
Theatre Workshop – Tell delegates all about your new products and services in this dedicated workshop in our SESAM Theatre Area. Workshops will be advertised in the main conference programme, on the app as well as on the Exhibition Theatre signage. <i>Subject to availability.</i>	€500 (45 minutes)
	€850 (90 minutes)
Product Showcase Sessions* – Give the delegates hands-on experience of your products in these showcase sessions; includes a dedicated meeting room for 60 minutes for breakfast or lunchtime sessions. <i>Subject to availability.</i>	€500
Charging Zone – Be the power behind the conference, with two dedicated lockable charging stations for delegates’ devices.	€3,000
Conference Website – Carousel advert on the front page of the SESAM website, with weblinks to your company website.	€2,500
Delegate Communication – Have 2 direct pre-event emails sent to delegates** to advertise your product/services at the meeting.	€1,500

Further details for all sponsorship opportunities can be found on the SESAM Exhibition Registration site. Please note the following conditions apply to all SESAM Sponsorship opportunities:

All prices shown are exclusive of VAT.

All opportunities are subject to approval by the SESAM Executive Committee.

All printed material is provided as one colour logo unless otherwise stated.

*It is the responsibility of the company exhibiting to promote any product showcase sessions.

**Only to delegates who have opted in to receive information regarding SESAM 2020 and contact from third parties.

CONTACT US

Exhibition Team

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